FEBRUARY 12, 1945 PRICE 15 CENTS

BROADCASTING

The Weekly Broadcast

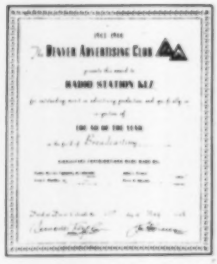
Detroit Public Library
Woodward & Kirby Avenues
Detroit, 2, Michigan

DETROIT

TECHNOLOGY DEPT.

KLZ DOES IT BETTER

LOCAL PROGRAM PRODUCTION



AD OF THE YEAR AWARD by the Denver Advertising Club went to a KLZ dramatic production in 1944, a program in the series, "Highlights of the Rockies".

● KLZ creates and produces 75 or more local live talent shows every week ranging from early morning eye-openers to mid-evening dramatic shows complete with actors, music and sound effects.

KLZ for many years has deliberately built radio shows that match local interests. KLZ has always concentrated on selling programs instead of time.

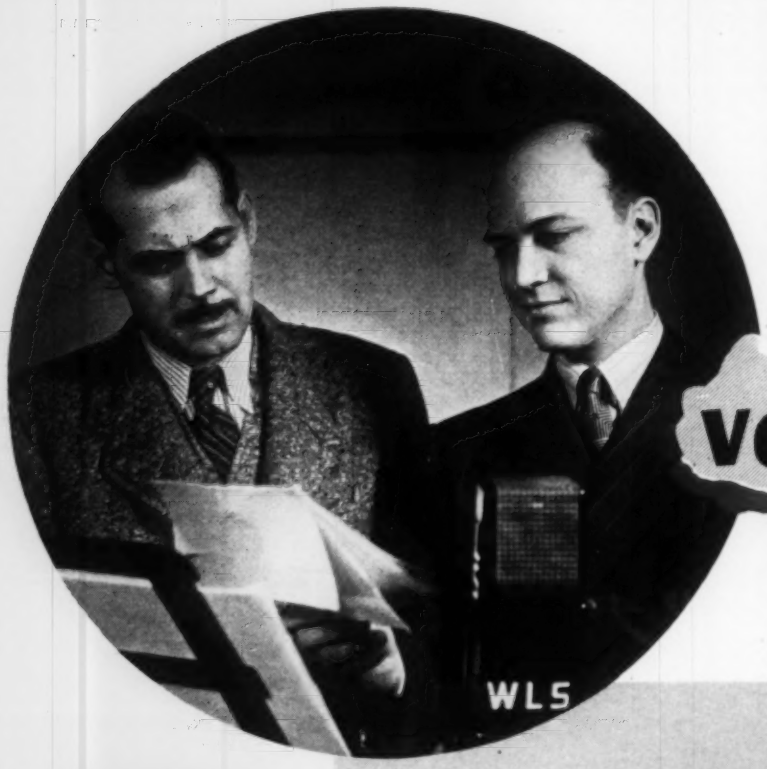
As a result of this policy, KLZ has assembled the finest staff of writers, actors, musicians and producers in the Rocky Mountain West.

The significance of this fact is that KLZ does a better job of local program production because it tries and succeeds in excelling in every phase of radio service. Recognition of this fact is illustrated quite emphatically by the fact that more advertisers—local and national — buy more time on KLZ than on any other Denver station.

KLZ
DENVER
CBS
560 Kc.

Affiliated in Management with the Oklahoma Publishing Co. and WKY, Oklahoma City

REPRESENTED NATIONALLY BY THE KATZ AGENCY



Seven years of WLS newscasting makes Associate Editor Ervin Lewis an *old friend*, too. Erv met (and interviewed) scores of his former listeners during a recent four months in the European Theater of Operations. His current series of commentaries is based on personal observations abroad.

The VOICE of a FRIEND

with the Confidence long-time Friendships give

Julian Bentley, WLS News Editor, made his first WLS news broadcast in 1930. Reared on a northern Illinois farm, Julian's hobby is the study of languages —and people. He long ago lost count of the number of important and interesting folks he has brought in person to the WLS microphone.

ABOVE and beyond their acceptance as reliable newsmen is the reception accorded Julian Bentley (WLS since 1930) and his associate, Ervin Lewis (since 1938), as *old friends* in the listening homes of Midwest America. Listeners remember them through the years, recall countless special services and interviews.

So it is all day long on WLS. News editors, announcers, singers, musicians—all are accepted as *friends*. Which makes WLS itself speak to Midwest America as *The Voice of a Friend*. Friendship rests on mutual confidence. Confidence generates response. Response equals *results* for the advertisers who use WLS—The Voice of a Friend in Midwest America.

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

REPRESENTED BY
JOHN BLAIR & COMPANY

WLS
CHICAGO 7.

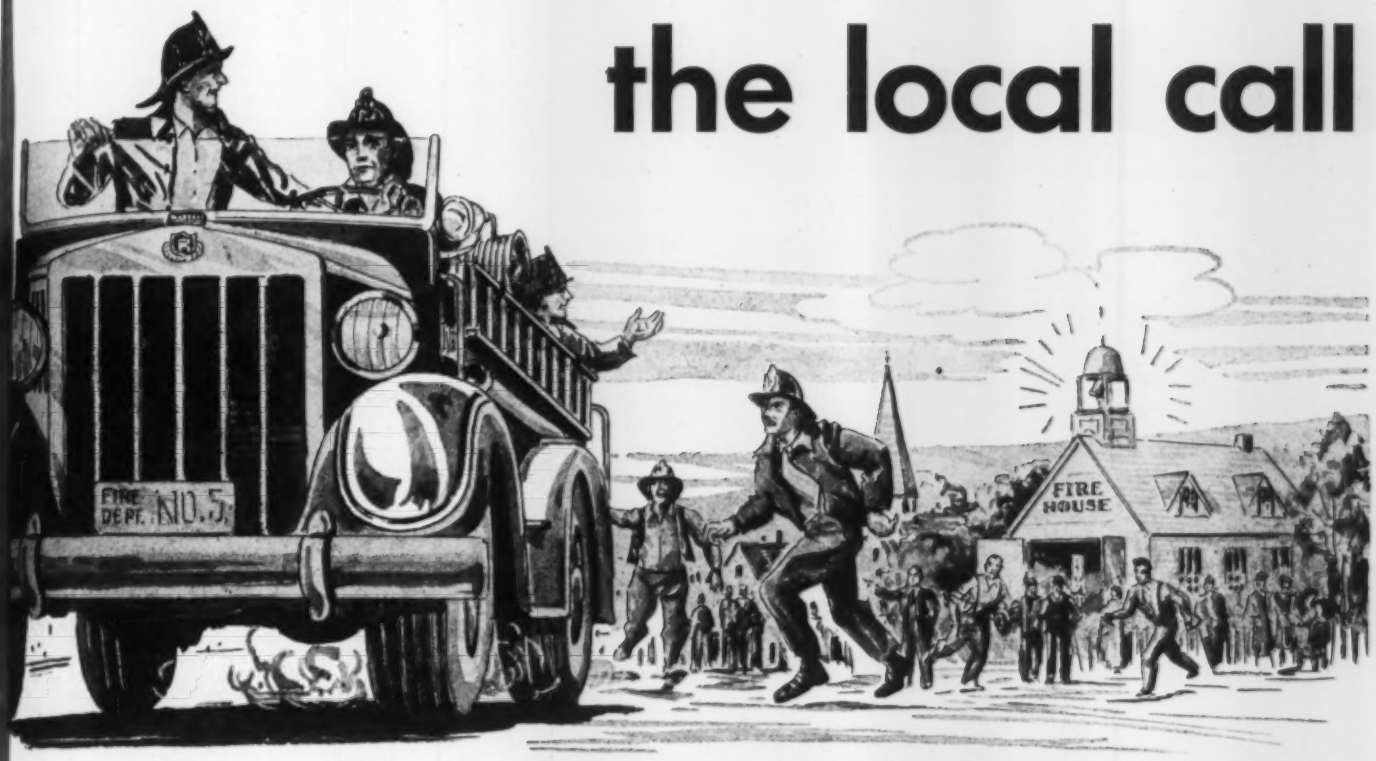
The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK, **KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL-DOUGLAS

Quick to answer the local call



When the fire alarm sounds, "call men" continue to respond in many New England cities and towns. It's the survival of the old time community spirit of the days when every man in town had to turn out at the alarm of fire.

Quick neighborly response to an appeal is a New England characteristic.

This quickness of response applies also to the modern appeal of the local radio station.

Ask your New England hometowner. He'll tell you his local station is his favorite station, giving him through its network affiliations the best in radio entertainment.

Hometown "habit listening" is acceptance in its most influential form. There is nothing like it to spark quick results. When you have Yankee's twenty-one hometown stations — to give you close-up contact with listeners in every area — you have direct all-over coverage of the New England market.

Acceptance is THE YANKEE NETWORK'S *Foundation*

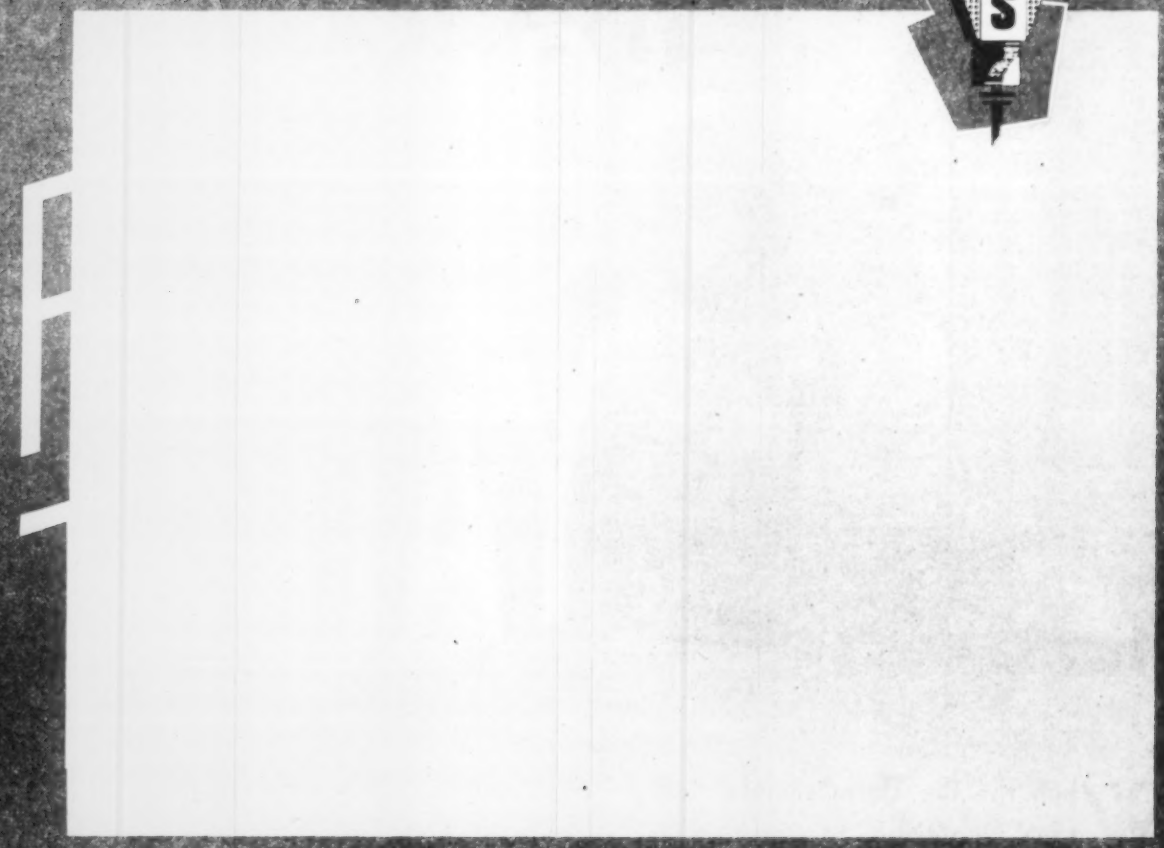
THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

ished every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



Today, via KBS, national advertisers are finding millions of new listeners in small town and rural "Beyond-Metropolitan" areas. These listeners were lost yesterday. FCC figures show that they receive no coverage at all, or at best, unsatisfactory signals, from major wired network stations. Hooper surveys prove that the great majority of people in the significant areas surveyed listen predominantly to their own local Keystone stations. ONLY Keystone affords exclusive network coverage in this indispensable sector of the nation.

KEYSTONE NETWORK

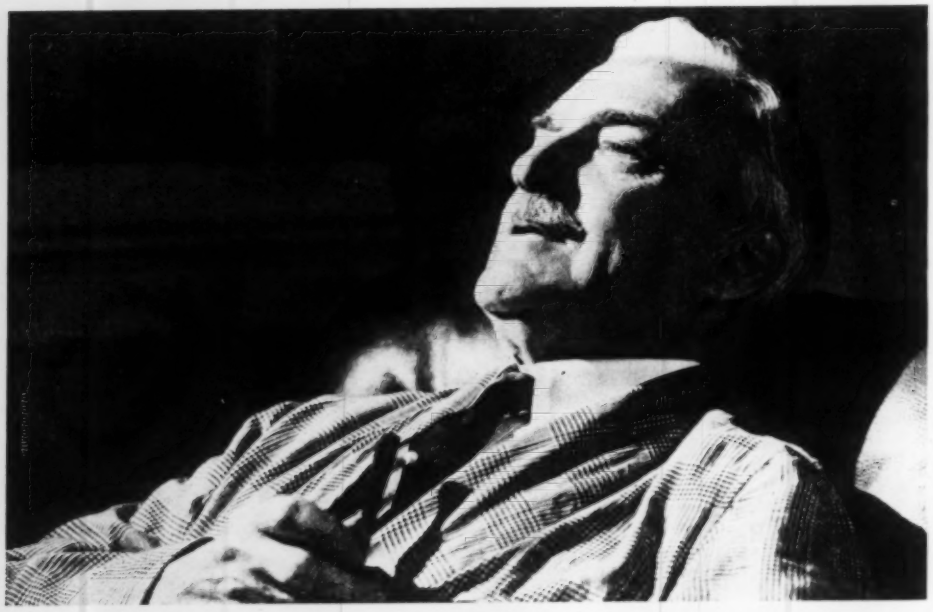
XUM

The present prosperity of "Beyond-Metropolitan" America will increase. Distribution Chief Nelson A. Miller, Dep't. of Commerce, says, "In the post-war market . . . the small town and rural market must be brought into selling programs . . . fully in proportion to its size and improved quality."

Join the leading national advertisers now extending their network programs to KBS markets . . . at the lowest cost per actual listener in radio history. KEYSTONE BROADCASTING SYSTEM, Inc., New York City 19, Chicago 2, Hollywood 28.

KEYSTONE NETWORK

XUM



New Orleans Bankers or . . .

Yazoo County Farmers
(with money in the bank) . . .

Folks turn first to—WWL NEW ORLEANS

A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY

50,000 Watts ★ Clear Channel ★ CBS Affiliate

Represented Nationally by The Katz Agency, Inc.

BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising

Published Weekly by Broadcasting Publications, Inc.

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SOL TAISHOFF
Editor and Publisher

EDITORIAL

ROBERT K. RICHARDS, *Editorial Director*

WASHINGTON: J. Frank Beatty, *Managing Editor;* Bill Bailey, *Associate Editor.* STAFF: Jack Levy, Lawrence Christopher, Mary Zurhorst, Gilbert Gardner, Sidney Shelley, Norma Puglisi Jerry Posey.

NEW YORK: Bruce Robertson, *New York Editor;* Helen House, Dorothy Macarow.

CHICAGO: Florence Small, Mgr.; Jean Eldridge.

HOLLYWOOD: David Glickman, Mgr.; Marjorie Barmettler.

TORONTO: James Montagnes.

BUSINESS

MAURY LONG, *Business Manager*

WASHINGTON: Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Carpenter, Marie Woodward. AUDITING: B. T. Taishoff, Catherine Steele, Mildred Racoosin.

NEW YORK: S. J. Paul, *New York Advertising Manager;* Patricia Ann Foley.

CHICAGO: Florence Small, Mgr.; Jean Eldridge.

HOLLYWOOD: David Glickman, Mgr.; Marjorie Barmettler.

TORONTO: James Montagnes.

CIRCULATION

BERNARD PLATT, *Circulation Manager*

WASHINGTON: Elsie Ewers, Dorothy Young.

ADDRESSES

WASHINGTON: Natl. Press Bldg. MEtropltn. 1022
NEW YORK: 250 Park Ave. PLaza 5-8355.
CHICAGO: 360 N. Mich. Ave. CENtral 4115.
HOLLYWOOD: 1509 N. Vine St. GLadstone 7353.
TORONTO: 417 Harbour Commission Bldg. ELgin 0775.

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SUBSCRIPTION PRICE: $5.00 PER YEAR, 15¢ PER COPY

Large Nashville Furniture Dealer To Continue On WSIX For Sixth Year

John M. Wherry, president and treasurer of Wherry Furniture Company signs another WSIX Contract

Yes, Mr. Wherry, like many other shrewd time buyers located in Nashville, and in a position to judge a medium at close range, has again signed with WSIX to carry the major portion of Wherry Furniture Company's radio advertising.

On signing this sixth consecutive annual contract, Mr. Wherry said: "During this time we have sponsored on WSIX nationally famous network programs as well as several types of local, patriotic, educational, religious and entertainment features. Better than 95% of our radio advertising has been done on WSIX. Results needless to say, have been gratifying at all times, and co-operation and help we have received highly satisfactory. We are looking forward to many more years of mutually pleasant and profitable dealings with your company."

There are many good reasons why so many local advertisers continue to place the major portion of their radio advertising on WSIX year after year. The principal one being RESULTS AT LOW SALES COST.

THE KATZ AGENCY, INC., ***National Representatives***
Blue and Mutual Networks

5000 WATTS

WSIX
"The Voice of Nashville"
NASHVILLE, TENN.

980 KILOCYCLES

In Equipment for T

RCA engineers developed the modern "all-electronic" system of television and introduced it to the public more than ten years ago. Practically all of the chief components of the television system in use today were devised by RCA engineers and first demonstrated in RCA equipment.

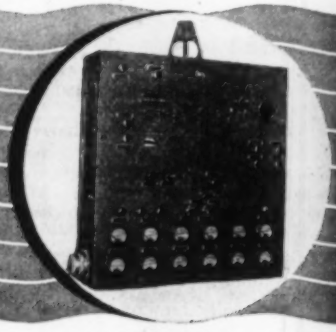
Before the war, RCA was the main builder of commercial television transmitting equipment—including cameras, control equipment, film scanners, audio and video transmitters, relay transmitters, antennas and field pickup equipment. A considerable number of these equipments are in use today in stations in this country and abroad.

RCA HAS EVERYTHING FOR TELEVISION

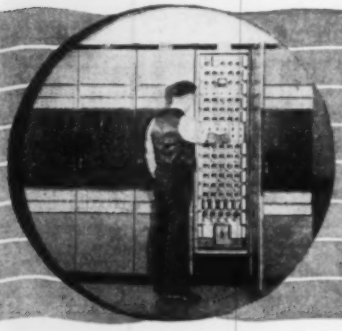
1. THE ICONOSCOPE—The "electric eye" of the television camera. Developed by Dr. V. K. Zworykin, RCA scientist, and brought to a high degree of perfection by RCA engineers.

5. THE FIELD CAMERA — The RCA field pickup camera shown here is the first camera to use the "orthicon" pickup tube—by far the most satisfactory for "outside" pickups.

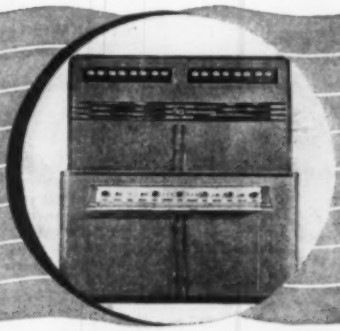
6. REMOTE PICKUP EQUIPMENT — RCA engineers built the first television equipment for field pickups—and the first such equipment (shown here) for use with the "orthicon" camera.



7. THE RELAY TRANSMITTER — The first transmitters to be used for television relaying were built by RCA engineers—the one shown here is for relaying from a remote pickup point.



11. THE SYNCHRONIZING GENERATOR—Furnishes the signals that key transmitter and receiver together. This type of synchronizing, now almost universally used, was developed by RCA.



12. THE VIDEO TRANSMITTER — The first commercially produced video transmitter, the 4 KW model shown here, was designed and manufactured before the war by RCA.

13. THE TELEVISION ANTENNA—RCA engineers have designed a large number of antennas for television. The turnstile antenna, shown here, was developed by Dr. G. H. Brown of RCA Laboratories.

Television Broadcast Stations

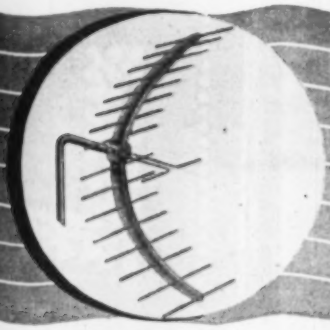
Moreover, RCA engineers, having had actual experience in designing and building commercial television transmitting equipment, have, during the war, been adding to their experience by building for the services the most advanced type of radio and other electronic equipment.

After the war, as before, RCA will be the leader in building television transmitting equipment. For television broadcast stations, RCA will offer a complete new line of equipment—highly efficient, simple to operate, and requiring minimum maintenance.

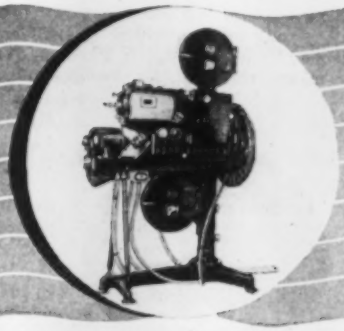
2. *THE KINESCOPE* — The reproducing tube used in all present-day receivers. Developed by Dr. V. K. Zworykin of RCA Laboratories as part of his "all-electronic" television system.

3. *THE "ORTHICON"* — The high-sensitivity pickup tube, which requires much less light and hence makes outside pick-ups practical. Developed by Dr. Rose and Dr. Iams of RCA Laboratories.

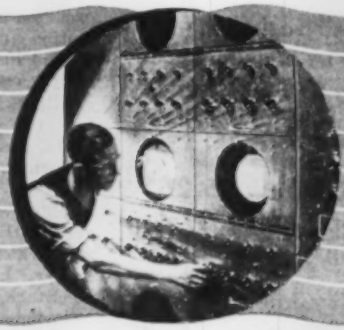
4. *THE STUDIO CAMERA* — Deluxe-type studio cameras shown here were first designed and built by RCA. Cameras of generally similar design are now used in nearly every television studio.



8. *BEAM ANTENNAS* — Beam antennas such as the one shown here, which may be used with the relay transmitter shown at left, are largely based on original RCA research.



9. *THE FILM SCANNER* — The arrangement which allows standard motion picture films (24 frames) to be televised over a 30-frame, interlaced system was devised by RCA engineers.



10. *THE MONITOR EQUIPMENT* —The system of monitoring several video channels by means of a picture tube and an oscilloscope for each channel was first used by RCA engineers.

14. *"BIG SCREEN" RECEIVERS* — RCA engineers designed and RCA factories built the first home television receivers. Their newest contribution, shown here, is the home receiver with a built-in, large-size screen for comfortable viewing from any point in an average-sized living room. Picture is unretouched.

BUY MORE WAR BONDS

For Everything in Television

RCA RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION · CAMDEN, N. J.

FROM THIS NEWS ROOM

COME NEWS PROGRAMS THAT HIKE KFOR HOOPERS FOR ADVERTISERS

In Lincoln, and Its Trade Territory, the Latest HOOPER, Monday through Friday, from 8 a. m. to 6 p. m. Shows:

KFOR.....46.25
Station "A"...29.4
Station "B"...19.6

That's Why Sales Opportunities Galore Await You in KFOR's Beautiful and Ultra-Modern New Studios in Lincoln, Nebraska.

Represented by Edward Petry Co., Inc.

KFOR

"Nebraska's Capital City Station"

LINCOLN Nebraska

Gordon Gray, General Mgr.
Melvin Drake, Station Mgr.

Blue and Mutual Networks

At Deadline

FOLLOWING a conference Friday with FCC Chairman Paul A. Porter, Chairman Lea (D-Cal.) of the House Interstate & Foreign Commerce Committee, said plans are "shaping up" for a joint industry-Government committee on radio legislation.

WALTER J. DAMM, vice-president and general manager of broadcasting interests, the Journal Co., Milwaukee (WTMJ), advised J. R. Poppele, president of Television Broadcasters Assn., that his organization opposed any stand by TBA favoring television below 100 mc. Mr. Damm, also president of FMBI, proposed FM at 46-64 mc, the 64-70 mc band to be unassigned, with the first television channel 70-76 mc.

QUEEN WILMELMINA of the Netherlands, and Mrs. Franklin D. Roosevelt on Feb. 17 will participate in a world wide CBS broadcast from the "Women of the United Nations" luncheon of the NAB Assn. of Women Directors in New York, 3:30-3:45 P.M.

KFI Los Angeles, announced last Friday that it will cancel sponsorship of news commentators locally. William B. Ryan, manager, said the policy will not affect sponsorship of straight news broadcasts or those fed by NBC. Local commentaries henceforth will be carried only under the forum format.

STANDARD Oil Co. of Ind. is considering sponsorship newscasts of Harlan Eugene Reed throughout stations in the Midwest. First station Standard Oil signed was WBBM Chicago, at a reported $150,000. Agency is McCann-Erickson.

SELLERS of SALES

ALTHOUGH radio director of MacFarland, Aveyard & Co., Chicago, Evelyn Stark also buys time for the shows she handles and in addition supplies program ideas and takes care of casting and directing. A strong independent streak, evidenced by her early career, probably makes this multiple job, which she has held for the past ten years, possible.

Born in the environs of Nashville, Evelyn was christened with full military honors. Her father, Lt. Col. J. R. Stark, USA, is reported to have taught her to shoot a rifle before she could walk. This spartan upbringing has given Evelyn the reputation of being the Annie Oakley of radio.

EVELYN

Evelyn's first job as office manager of the Home Life Insurance Co. of Nashville was considered by her to be of a slightly drab nature. She had early in her life been keenly interested in sports and this led to her taking a revolutionary step for a young belle of the Southland. In the early '30s, when even cigarette smoking by women was still frowned upon, she accepted a position with the National Bowling Congress to publicize and popularize the sport among women in the South.

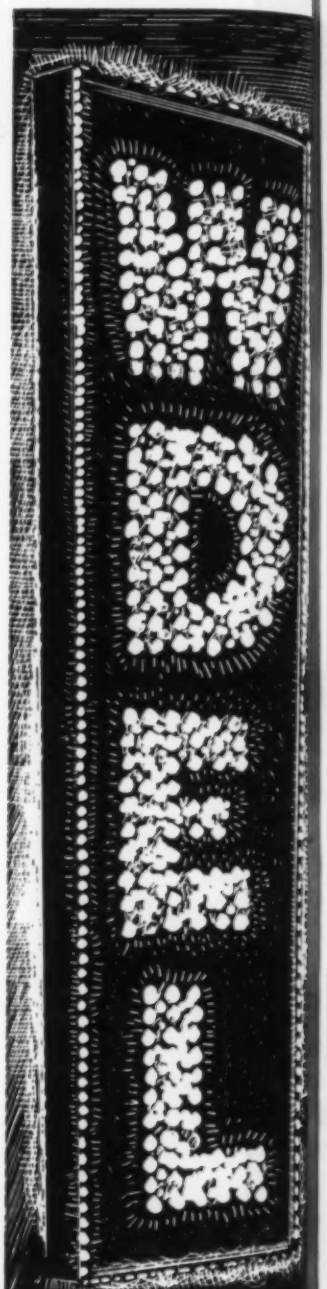
Later, as advertising director for a large Nashville recreation center and supper club, Evelyn came into contact with radio by taking care of the broadcasting activities of the business.

In 1935 she went to Chicago permanently as casting director of Stowe-A-Gram productions and provided talent for *The Aladdin Hayloft Theatre, Modern Cinderella, Ma Perkins* and others.

The following year Evelyn joined MacFarland - Aveyard (then Hays MacFarland) as assistant radio director and in 1937 was appointed radio director. and in 1937 director. She now is in charge of the Burma-Vita Co., Northwestern Yeast Co. (Maca yeast), Omar Inc. (flour), Curtis Publishing Co. (*Saturday Evening Post*) and the United Wall Paper Co. accounts. She also edits an inter-office newspaper, *Radio News*, which runs a condensation of trade paper news.

A former members of the national board of directors of the YWCA and the National Rifle Assn., Evelyn's main interests still lie in the realm of athletics—riding, swimming, tennis and shooting. Since, she claims, Chicago doesn't provide sufficient outlet for these activities, Santa Fe is the spot she plans to retire to. Evelyn's dog Gremlin also shares her inclination towards cactus and is included in the post-work plans.

Evelyn also is a member of the Chicago Radio Management Club.



first things first

Sometimes the hard way is the easiest—if you go at it right.

Here at Mutual we're busy building a better network. For a solid decade, this has been a good network. To make it better—better for listeners, for artists, for stations, for clients—is a large order. And we plan to do it soundly, concentrating continuously on *first* things *first* in all our operations.

Foundations come first in any structure, and we think the rockbottom foundation for a radio network is the minds and skills of its personnel. Mutual is particularly well-grounded in this respect. Its directorate comprises successful broadcasters whose radio-business experience covers the whole span of broadcasting's quarter-century . . . a lineup of practical know-how outstanding in all radio.

This basis of first-hand experience has lately been strengthened from within by the organization of a complete and able executive staff, headquartered in New York and buttressed at key points elsewhere. Into capable hands have been charged the various problems of general management as well as programming, station relations, sales and all other phases of efficient network operation. Mutual efforts toward improvement in each of these fields deliberately follow the fundamental, first-things-first pattern . . . with the listener—the family on the receiving end of radio—foremost in our planning at all times.

Shouting from the housetop has no place on the Mutual schedule, but as we build upon this sturdy foundation, we think our "hard-way" approach may prove the easiest route to a better network after all. We'll let you know.

MUTUAL

BROADCASTING SYSTEM

"Stand behind that screen, Miss Love, and take down everything Mr. F&P says—we need ideas!"

● If you're looking for ideas, remember this: every station we represent is a wide-awake outfit that knows its market, its people, and what its people like. Each has local attractions that compare in popularity with many big network shows—yet which often can be bought at low daytime rates, with minimum talent costs.

Did we hear you ask for specific examples?

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WJEF-WKZO	GRAND RAPIDS-KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
IOWA	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
SOUTHEAST	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
SOUTHWEST	
KOB	ALBUQUERQUE
KEEW	BROWNSVILLE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA
PACIFIC COAST	
KOIN	PORTLAND
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 **NEW YORK:** *444 Madison Ave.* Plaza 5-4130 **SAN FRANCISCO:** *111 Sutter* Sutter 4353 **HOLLYWOOD:** *6331 Hollywood* Hollywood 2151 **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 28, No. 7 WASHINGTON, D. C., FEBRUARY 12, 1945 $5.00 A YEAR—15c A COPY

Net Time Sales Were $285,100,000 in 1944

25% Gain Over Previous Year Revealed; Gross Time Sales $381,877,076

IN TEMPO with other advertising media, broadcast advertising in 1944 reached a new all-time high of $285,100,000 in *net time* sales—a gain of 25% over 1943. This compared with the adjusted figure of $228,102,000 for 1943—a 19.6% increase over the preceding year.

Gross time sales, the "quick figure" comparison with the volume of other media, reached an estimated $391,877,076 in 1944, as compared to $307,191,000 the preceding year, an increase of 27.6%. The gross figure represents the one-time rate of stations and networks multiplied by the number of times the medium was used, without regard to frequency discounts or sales expense.

Ahead of Other Media

These compilations are based upon estimates made by BROADCASTING to be released in its 1945 *Yearbook* number, now in distribution. Annual estimates have been made by BROADCASTING since 1935, with the margin of error averaging less than 2%.

Radio's 1944 increase of 25% compared with an estimated 7% increase for all advertising volume. Gross billings of magazines for advertising increased approximately 18% despite paper quotas 75% of 1942 production. Newspaper linage declined about 2.5% during the year, attributable to paper rationing. Farm papers were reported approximately 20% up, while outdoor advertising increased about 30%.

The $285,100,000 *net time* sales (gross billings less frequency and promotional discounts) represents the gross receipts of radio from the sale of time. National network *net time* sales increased an estimated 21.2% to a figure of $121,300,000 as compared to a 19% increase during the preceding year. Network estimates are derived from gross receipts less certain duplications in network payments to stations.

[The FCC reported on Jan. 30 that 1944 revenues of the four major networks aggregated $126,330,419. The yearly final figure invariably carries a deduction which represents a downward adjustment to take care of payments to network key stations and disbursement of some funds to Canadian stations, which does not figure in United States revenue. The BROADCASTING compilations are designed to eliminate duplications in network revenue.]

National and regional non-network (spot) advertising rose 26.3% during 1944 to $75,000,000 as against $59,352,170 the preceding year.

Local business increased 28.7% above the preceding year's level, aggregating $82,600,000 as against $64,104,309.

Because time sales account for about 95% of radio's total income, the *Yearbook* analysis states it is probable that the total receipts of the broadcasting industry during the past year were in the neighborhood of $300,000,000. If the approximately $50,000,000 estimate of advertisers' expenditures directly for talent are added, the grand total of expenditures for radio advertising in 1944 would reach about $350,000,000.

Demand for Space

Analysis of the 1944 business was made difficult because of the abnormality of general economic conditions. Thus, a comparison of trends among the major classes of media is of little or no significance.

Paper restrictions completely distorted magazine and newspaper volume. The pressure of demand for advertising space and time upon the more desirable units of the magazine, newspaper and radio fields, combined with the prosperous conditions of most industries, forced an expansion of advertising in the less desirable units, which may or may not be held entirely when reasonably normal competitive conditions are restored.

Newsprint limitations and increased retailer interest in radio were among the factors underlying the 1944 increase in local business. A sample survey of department stores made by the National Retail Dry Goods Assn. revealed that radio accounted for 8.1% of store advertising expenditures in 1944 as compared to 4.2% in 1943, while the proportion spent for newspaper advertising dropped from 85.9% to 82.6% during the same period.

National Net Billings

Of the estimated *gross billings* in 1944, national network volume accounted for $190,677,076 of the $391,877,076 total, as compared with $151,791,000 in 1943. National and regional non-network (spot) business totaled $93,000,000 as compared to $73,500,000, while local business accounted for $100,700,000 as against $78,200,000 the preceding year. Regional networks did $7,500,000 in estimated gross in 1944 as against $3,700,000 in 1943.

Despite the healthy gain in time sales, it was evident that net earnings, after taxes, would not exceed those of 1943. Peak tax brackets, manpower replacement costs and generally increased overhead have combined to cut earnings appreciably, according to station management reports. Moreover, expenditures have been made in substantial volume by stations and networks alike in planning for postwar development of new services, such as FM, television and facsimile.

Shared by All Classes

So far as can be detected from preliminary figures, all classes of stations shared substantially in the rise in radio advertising volume last year. National and regional non-network (spot) advertising appeared to rise between 15% and 17% on clear channel stations of the 50 kw class, with even heavier gains on the limited number of 5-20 kw stations.

Regional stations (up to 5 kw) probably experienced a gain of 30% in spot business, while volume on local stations may have risen between 45% and 50%. These relative rates of increase, with local stations showing the greatest gains, reflect the approaching saturation of many of the major stations, as well as the rise in importance of defense centers away from prewar markets. Despite this, something more than 75% of all national and regional spot volume is placed on clear channel and regional stations, while local stations account for but 25% of the total.

Local radio advertising rose more or less uniformly throughout the various station classes, although local volume on clear channel stations seems to have increased more than 30%. However, more than three-fourths of all local volume is

(*Continued on page 78*)

RADIO NET TIME SALES: 1943-1944

Class of business	1943 [1]	% Total	1944 (Estimated)	% Total
National network	$100,051,718	44.1	$121,300,000	42.2
Regional network	4,593,967	2.0	6,200,000	2.2
National & regional non-network	59,352,170	26.0	75,000,000	26.3
Local	64,104,309	27.9	82,600,000	29.3
Total net time sales	$228,102,164	100.0	$285,100,000	100.0

[1] Source of 1943 statistics: FCC reports.

BILLINGS BY YEARS

ESTIMATED gross billings for the broadcasting industry as a whole since its inception are found in the table below. These are based upon calculations by Paul F. Peter, NAB director of research, and Dr. Hermon S. Hettinger for the period 1927-1941 and BROADCASTING'S estimate for 1942, 1943 and 1944.

Estimated Radio Gross Billings: 1927-1944

(000's omitted)

Year	National network	Others	Total
1927	$3,833	$987	$4,820
1928	10,227	3,873	14,100
1929	19,196	7,604	26,800
1930	27,694	12,806	40,500
1931	37,502	18,498	56,000
1932	39,107	22,793	61,900
1933	31,516	25,484	57,000
1934	42,659	30,228	72,887
1935	49,315	38,209	87,524
1936	59,671	47,880	107,551
1937	68,828	75,314	144,142
1938	71,728	78,390	150,118
1939	83,114	88,000	171,114
1940	96,456	111,500	207,956
1941	106,900	130,700	237,600
1942	118,200	136,600	254,800
1943	151,791	155,400	307,191
1944	190,677	201,200	391,877

Liberated Manila Returns to the Air

Network Correspondents Freed from Jap Prison Camp

"HELLO, NBC. As I was saying when I was so rudely interrupted over three years and a month ago. . . ."

Mr. Silen

That was Bert Silen speaking from Manila to America at 8 a.m. Feb. 7. He, with thousands of others, had just been freed from Santo Tomas internment camp by MacArthur's victorious forces. Thirty-seven months before, he had been broadcasting from Manila to NBC on the mainland when Japanese bombs destroyed the Philippine transmitter.

Rescued with Mr. Silen were Don Bell, also a former NBC correspondent in Manila. He was special events director of KZRH, Manila station owned by Brig. Gen. Carlos P. Romulo. Mr. Silen was manager of the same station, carrying on his NBC duties as a sideline.

Liberation

John Adams of CBS, accredited to the MacArthur command, reported to his network that its former correspondents in Manila, Tom Worthin and Ford Wilkins, were among those delivered by American soldiers from Santo Tomas internment.

Describing the night of Feb. 3, zero hour for the entrance of American troops into Manila, Mr. Silen said it was a "ghoulish nightmare" as internees were forced to wait, helpless, as their Japanese jailers sought to fight off the rescue-bent invaders.

"With the dawn," he said, "we could see for the first time in three years the color of American tanks and our brave American soldiers. I can't begin to tell you what that sight meant to us, because only three years of interment could give you the full appreciation of how we felt at that moment."

Gunnison First

Among other radio correspondents to whom the return to Manila had special significance were Royal Arch Gunnison of Mutual and William J. Dunn of CBS. Mr. Gunnison was interned in Santo Tomas camp with Mrs. Gunnison. He later was repatriated, only to join MacArthur's forces on the long march back.

In what was conceded to be the first eyewitness report recorded by a radio correspondent of Manila's fall, Mr. Gunnison spoke from a transmitter behind the lines after having entered the city with the troops. His report, however, was not aired by MBS, but recorded at KFRC San Francisco and held for release until 6:54 p.m., nine minutes after Pat Flaherty of NBC had related directly to American audiences an "inside Manila" eyewitness statement relayed to him by his colleague, George Folster. That was Feb. 4.

On Feb. 5, Mr. Gunnison flew over the burning city in an American reconnaissance plane, returning to the transmitter base to tell, in a dramatic recital, of Manila's delivery. "As my plane flew over the tiny bamboo huts in the Santo Tomas concentration camp compound I could pick out the tar-paper-roofed hut which I built for my wife when we were interned there by the Japanese. I could see the gardens we sweated over. I could see the entrance where the Jap soldiers committed such horrible atrocities."

Mr. Gunnison told of a reunion he celebrated with two other correspondents, Russell Brines of the Associated Press, and Carl Mydans photographer of *Time* and *Life*, the latter two also repatriated. These three, with their wives, were prisoners together at Santo Tomas.

Dunn Returned

Mr. Dunn of CBS, who made the last broadcast from Manila at 1 a.m. Dec. 31, 1941, and who had been with MacArthur since he took command in Australia, entered the city with him, moving forward with the First Cavalry Division. Mr. Dunn escaped the Japanese after the fall of the city and made his way to the Dutch East Indies, thence to Sydney.

Logbooks of the networks show that Mr. Gunnison's last broadcast to MBS from Manila before it fell to the Japanese was concluded at 10:30 p.m. Dec. 28; by Mr. Silen for NBC at 7:21 p.m. Dec. 30. The Blue network, at that time, was affiliated with NBC.

First bulletins that American troops had entered Manila were heard, as logged by the networks in this order: NBC, 6:02:20 p.m. Feb. 4; CBS, 6:03:30 p.m.; MBS, 6:03:55 p.m.; Blue, 6:06:30 p.m.

First pooled broadcast was scheduled for 6:30 p.m. and Art Feldman of the Blue won the toss to make it. He decided however, to proceed into Manila with the troops and not return to the transmitter for the broadcast. The official communique was read in 90 seconds at that time by an unidentified voice.

All networks interrupted commercials to feed bulletins.

No Word on Stations

No word concerning Manila's four broadcast stations was heard by press time. The stations, it was reported [BROADCASTING, Jan. 1, 1942], were dismantled and destroyed by the licensees prior to the entrance of the Japs into the city.

The stations were KZRH, operating on 710 kc with 10,000 w; KZRM, 620 kc with 10,000 w; KZRF, 780 kc with 1000 w, and KZIB, 900 kc with 1000 w. Fifth Philippine station is KZRC, Cebu City, 1200 kc with 1000 w.

It was understood at the time the stations were dismantled that repairations would be made to the licensees through the War Insurance Corp., created by the RFC.

'My Name Is Irving Strobing . . . .'

PERHAPS you don't remember Irving Strobing.

He was a name in the news on May 5, 1942, the day Corregidor fell in flames to the Japs.

As restless American troops in Manila turned toward "The Rock," now held by the Japanese and flaming again, but this time under American bombs, the Army decided it wanted Irving Strobing.

Specifically, he's wanted by Col. Ed Kirby of Army Public Relations for the *Army Hour*. If Col. Kirby is lucky, and if Irving has been lucky, the man who sent the last message out of the Philippines will broadcast to the world. He's believed to be somewhere on Corregidor.

He was a radio operator. He was sending while the Japs were giving. He kept on sending until Corregidor's tunnels were piled high with American dead and wounded. Then, May 5, 1942, he sent his last message:

"My name is Irving Strobing. Get this to my mother. Mrs. Minnie Strobing, 605 Barbey St., Brooklyn, N. Y. They are to get along OK. Get in touch with them as soon as possible. Message. My love to Pa, Ma, Joe, Sue, Mac, Gerry, Joy and Paul. Also to all family and friends. God bless 'em all, hope they be there when I come home. Tell Joe wherever he is to give 'em hell for us. My love to you all. God bless you and keep you. Love. Sign my name and tell Mother you heard from me."

Miami-Herald Buys WQAM; Newark News to Get WBYN

ACQUISITION of WQAM Miami by the *Miami Herald*, and of WBYN Brooklyn by the *Newark Evening News*, were in final stages of negotiation last week.

WQAM, CBS regional outlet on 560 kc, under a signed agreement, would be acquired, subject to FCC aproval, by the John S. Knight newspaper for $500,000. Sellers are Fred W. Borton, president and general manager, and W. W. Luce, Miami businessman, each of whom holds 50%. Mr. Borton, however, would remain as general manager and operating head, with certain options.

Mr. Knight is also president of the American Society of Newspaper Editors and editor and publisher of the *Akron Beacon-Journal*, *Detroit Free Press* and *Chicago Daily News*.

WBYN, a consolidation of the four much-litigated "Brooklyn stations," would be acquired by the *News* for $300,000 for 100% of the preferred stock and 96% of the common stock. Holders of some 70% of the stock approved the sale last week and it was regarded as likely that the transaction would be completed.

WBYN operates on 1430 kc with 1,000 w local sunset and 500 w night and is licensed to the Unified Broadcasting Corp. Principal stockholders are Rabbi Aaron Kronenberg and Ray Kronenberg, holding 25% of the common stock between them; Salvatore D'Angelo, with 25% of the common; Peter Testan and Millie Testan, with 25% between them and Samuel J. Gellard and Ruth B. Gellard, with 25% of the common. The Gellards, it is said, have not yet agreed to the transaction. Gellard on Feb. 6 was found guilty of conspiracy by the Court of Special Sessions in New York. The preferred stock is held by the same parties in slightly different proportions, and with the firm of Rubinton & Coleman holding 2.5%.

It is presumed that the Evening News Publishing Co. would move WBYN to Newark as soon as the lifting of wartime freezes on construction permit. The facilities technically would work in the Newark area.

Mr. Knight, one of the nation's most prominent publishers, last year returned to this country after having served as assistant director of censorship in charge of the London office. He has evinced an interest in all aspects of radio. The WQAM transaction, however, would mark his first active duty into the field.

PROTESTING Fulton Lewis jr.'s Mutual broadcast on Henry Wallace Jan. 24, Irving Abramson, president, N. J. Industrial Union Council (CIO), has asked the FCC to direct Mutual to grant equal time to offset Mr. Lewis' views.

Club Meeting on Air

VIRGINIA Federation of Women's Clubs, after ODT and WMC directives canceled all conventions, arranged to carry its 38th annual meeting by radio, April 10-12, streamlined to 90 minutes (30 minutes daily) over WRNL Richmond. Gov. Colgate Darden will be key speaker.

FCC Has Open Mind on FM and Television

Final Allocations Ruling Awaits Argument

By BILL BAILEY

DESPITE controversy within the industry over the FCC proposed allocations above 25 mc, both FM and television assignments are regarded at the Commission as an open question until after oral argument Feb. 28-March 2, it was disclosed last week.

Commissioner E. K. Jett, in whom his fellow Commissioners have entrusted the job of chairman "pro tempore" of the allocations problem, said last week he fully expected some changes to be made following oral argument, but he didn't specify where. "The Commission's proposals announced on Jan. 16 should not be taken as final in any sense," said Mr. Jett. "We of the Commission have an open mind in all aspects of the allocations."

Meanwhile a rift between the Television Broadcasters Assn. and FM Broadcasters Inc. became apparent with the FMBI prepared to present testimony at the oral argument tending to show the folly of moving FM to the 84-102 mc band, as proposed by the Commission. On the other hand the TBA is understood to be heartily in accord with the Commission's proposals and ready to accept the television assignments as proposed.

FM on Video

First application under the proposed allocation was filed last week by Raytheon Mfg. Co. for a commercial television station in New York on the proposed new Channel No. 1 from 44-50 mc. It is that channel recommended by the FCC for television which has caused furore among the FMBI, some members of which have charged that television interests could broadcast FM programs without sight on the first channel, in competition to FM broadcasters (see DuMont letter, page 42).

Walter J. Damm, FMBI president, last week called upon all members of his organization to vigorously protest the Commission's proposed allocations. Joining hands with the FMBI is the U. S. Office of Education, whose protests will be based on the contention that already several educational institutions have invested public funds for FM stations in the present band, and a changeover to higher frequencies would entail a loss of taxpayers' money.

Commissioner Jett, appearing before the House Appropriations Subcommittee on Independent Offices on Jan. 18, was questioned closely about the expansion of radio generally and the proposed allocation of FM in the 84-102 mc band. At that time he told the subcommittee, of which Rep. Woodrum (D-Va.) is chairman, that the Commission decided the existing FM band, 42-50 mc, "is not the best spot in the spectrum from an engineering standpoint for frequency modulation broadcasting."

He listed skywave interference in the present FM band, observed by Commission engineers in field monitoring tests, as the principal reason for recommending movement of FM. "We feel that if hundreds of stations were licensed in the existing band from 42-50 mc the interference would be intolerable at times," he explained.

Commissioner Jett told the subcommittee that the FCC anticipates applications involving 1,200 standard stations, including new facilities, changes, etc. during the first year after materials and manpower become available; 1,200 for commercial FM, 450 for noncommercial educational FM facilities, 150 for television and 30 for facsimile broadcasting.

"We feel, from an engineering standpoint ,that the (FM) band should be moved up in the spectrum where skywave interference is no longer a factor," Commissioner Jett told the House Committee. "Therefore we have proposed this change from 42-50 mc to 84-102 mc. I think you will find that during the 30 days between the time the report was released and the time we will hold oral argument and consider briefs there will be some protests on the part of some of the FM people."

May Delay Production

He explained that manufacturers are tooled up and have designs laid out and "they are ready to go ahead and produce in great volume on the existing band, and they feel that this change is going to delay FM". Conversations with manufacturers have led the Commission to conclude that the delay may be about six months, he added.

"But since manpower and materials are not available today, we feel that this is an excellent opportunity to cause this change," Commissioner Jett testified. "Six months' delay should not make much difference because the service cannot go ahead anyway at this time."

Present licensees in the FM band claim they have invested many thousands of dollars that may be lost if the change is made, Mr. Jett continued. "On the other hand, the Commission feels that this is probably our last opportunity from the standpoint of the future to give the public a good, clean, interference-free broadcast service with all the advantages of frequency modulation," he said.

"If a change is to be made it has got to be made now. We think, too, that it would be dangerous to allow this thing to grow up and to license thousands of stations, only to find later when millions of sets are sold that the public would suffer local interference and that local service would be destroyed by this Sporadic E layer transmission or by F-2 transmission."

Commissioner Jett's testimony, it was pointed out, was given only two days after the proposed allocations were announced and before the filing of protests of the parties in interest [BROADCASTING, Feb. 5]. Of more than 30 who have filed requests for oral argument, only four concurred in the Commission's proposals, although most of the petitions did not specify a stand on the allocations. Many are understood to favor the proposal but will not appear for oral argument.

No Briefs Filed

Deadline for filing briefs is Feb. 21. As BROADCASTING went to press, none had been filed.

Commissioner Jett, commenting on the differences of opinion as to the movement of FM, said last Thursday he was "only too glad to see the interest now being shown in allocations for FM."

"I only regret the same interest wasn't shown during the allocation hearings," he stated, adding that little testimony was presented during the hearings to show the Commission why FM should be retained in its present band, whereas there was testimony indicating it could better serve higher in the spectrum.

"My mind is open until after the oral argument," he said. "If the FM people can convince me that FM should stay where it is, fine. On the basis of the record, however, I'm pretty well sold on the move. That doesn't mean I've made up my mind. That I won't do until after everybody has had a chance to present his views. I have kept an open mind. The Commission has insisted on an open-door policy. We won't close the door and make our final decision until after everyone interested has a chance to be heard."

Vandenberg Bill Would Cover AFM Blacklist of Interlochen

Senator Says Plan Includes Such Conspiracies; Dr. Maddy to Fight Latest Petrillo Action

ACTION of James C. Petrillo, president of the American Federation of Musicians, in blacklisting the National Music Camp at Interlochen, Mich., apparently because of its efforts to prevent the AFM from interfering with broadcasts of its concerts, will be covered by the Vandenberg Bill if the measure passes the House, Sen. Vandenberg (R-Mich.) said last week.

Characterizing the blacklisting of the Interlochen school, disclosed in advices to all four major networks, as "the latest episode in Mr. Petrillo's battle with the school children of America," Sen. Vandenberg declared his bill "clearly reaches any conspiracy to defy its mandate."

Touches Conspiracy

Apprised of the AFM notice to the networks, the Senator issued the following statement:

I know nothing about the details of this latest episode in Mr. Petrillo's battle with the school children of America. I do know, however, that the U. S. Senate, with the approval of the FCC, has twice unanimously said that freedom of the air shall not be foreclosed to noncommercial cultural programs from accredited educational institutions.

If the House of Representatives agrees, I expect to see the law enforced. It clearly reaches any conspiracy to defy its mandate.

Early action in the House on the companion measure (HR-1648) to the Vandenberg bill, with the possibility of amendments to provide stringent penalties against violation or evasion, was indicated by Rep. Lea (D-Cal.), Chairman of the House Committee on Interstate & Foreign Commerce.

Chairman Lea said that "considerable material" on the need for the measure is on his desk but that the press of railroad retirement legislation has prevented the Committee from giving it consideration. He expressed the opinion that "something should be done" on the Interlochen situation.

The Vandenberg bill (S-63), in its present form, makes it unlawful to interfere with the broadcasting of any noncommercial educational or cultural program presented by any accredited tax-exempt institution. It is the outgrowth of testimony before a Senate subcommittee concerning the AFM ban against NBC broadcasts of symphony concerts by students of the Interlochen school.

Dr. Joseph E. Maddy, director of the National Music Camp and professor of music at the U. of Michigan, with which the Camp is affiliated, announced he would fight Mr. Petrillo's "vengeance decree to punish me for exercising the constitutional right of free speech" and "forcing me out of the union after 36 years membership." He said that the blacklisting of the Camp by the AFM "smacks of Hitler's tactics."

Dr. Maddy expressed the opinion that Mr. Petrillo's latest action

(*Continued on page 82*)

NLRB Examiner Upholds NABET

Petrillo Threat Is Held No Defense in Nets' Failure to Act

FINDING that threat of reprisals by James C. Petrillo is no defense to charges of refusal to bargain, Howard Myers, trial examiner for the National Labor Relations Board, last week recommended that a Board order be issued requiring the NBC and Blue networks to recognize the jurisdiction of NABET on platter turner operations.

All parties to the case were given 15 days to file exceptions to the recommendations and present oral arguments before the Board. Unless such action is taken, the Board will issue an order requiring the networks to bargain with NABET.

In his Intermediate Report on the case, the examiner found that when the Board certified NABET as the bargaining unit for turntable operations it disposed of any questions raised by the letters written a year ago by NBC and Blue advising Mr. Petrillo they would employ AFM members as platter turners.

Fear of Strike

As to the nets testimony at the Jan. 30 hearing in New York that refusal to meet Mr. Petrillo's demands would provoke a musicians' strike, the examiner declared:

"Respondents' defense to the charges of refusal to bargain with NABET is bottomed on the claim that to do so would result in reprisals from the AFM. The Board and Courts have on many occasions denied the validity of similar urged defenses to charges of unfair labor practices. The paramount and plain duty of the respondents in this situation was to obey the mandate of the Congress as expressed in the National Labor Relations Act and to bargain with NABET."

Upholding the unfair labor practice charge filed by NABET, the examiner found that on Jan. 6, 1945 and since that time the networks "refused to bargain collectively with NABET as the exclusive representative of their respective employes in appropriate units with respect to rates of pay, wages, hours of employment, and other conditions of employment, and by such refusal interferred with, restrained, and coerced their respective employes in the exercise of the rights guaranteed" in the Labor Relations Act.

Upon the entire record in the dispute, the examiner concluded:

1. That both NABET and AFM are labor organizations within the meaning of the Act.

2. That NABET is the appropriate unit for bargaining on platter turners and other technical operations at NBC and Blue.

3. That by refusing to bargain with NABET the networks are engaging in unfair labor practices.

Must Post Notices

The report therefore recommended that the networks "cease and desist" from refusing to bargain with NABET and take "affirmative actions" to recognize the certification of the union by the Board. It was further recommended that both networks post in their various studios for 60 days notices furnished by the Board notifying their employes that they will bargain collectively with NABET as the exclusive representative of all employes in technical operations "and if an understanding is reached, embody such understanding in a signed agreement".

Meanwhile, the New York regional Board proceeded with an informal investigation of a charge filed Jan. 27 by the AFM against the networks for allegedly dominating the NABET union. Evidence obtained will determine whether formal hearings on the charge will be held or whether the charge will be dismissed.

O'Daniel Discs Questioned

CHARGES that the *W. Lee O'Daniel News* during the last Presidential campaign paid for commercial broadcasts of political nature in violation of the Corrupt Practices Act will be referred to Attorney General Biddle without comment by the Senate Campaign Expenditures Committee, Chairman Green (D-R. I.) announced last Thursday following an executive session. Committee investigators reported that several stations accepting the O'Daniel transcriptions charged political rates on the grounds that the programs were of political nature and not confined to soliciting subscriptions to the publication of Sen. W. Lee O'Daniel (D-Tex.). Transcriptions featured talks by Sen. O'Daniel and hill-billy music.

McFarland Names 3

THREE executive appointments were announced last week by MacFarland, Aveyard & Co. Lt. Col. George MacGovern, who before his Army service was sales director of *Look* magazine, has been appointed vice-president in the New York office of MacFarland, Aveyard; Allen B. Dicus, who joined the agency in 1936 as vice-president and account executive has been promoted to general manager of the Chicago office, and Ralph E. DeCastro, formerly senior writer on the creative staff of Ruthrauff & Ryan, New York, has joined the New York office of MacFarland, Aveyard as director of copy and account executive.

Cities Service 19th

CITIES SERVICE Co., New York, this month begins the 19th year as sponsor of its NBC series *Highways in Melody*, Friday 8-8:30 p.m. NBC's first president, Merlin H. Aylesworth, now advisory counsel in public relations and Cities Service Co. president, W. A. Jones, will speak on Feb. 16 broadcast. Foote, Cone & Belding, New York, and its predecessor, Lord & Thomas, have handled the program.

Petrillo Places Musician Ban On All Television Stations

A STOPPAGE of all musical television programs has been put into effect by James C. Petrillo, president of the American Federation of Musicians, which last week sent notices to all AFM local unions that, effective immediately, no AFM member is to perform for any video program. Ban will continue until further notice.

No notification was sent to management of New York stations. Officials of WABD, DuMont station, first learned of the edict when they were notified by the program department of WNEW New York that the musical program WNEW had planned to present via WABD Feb. 11 had been canceled after musicians had told the station they could not appear. WNEW has been presenting programs on WABD to gain production experience.

Mr. Petrillo could not be reached for an explanation. It is understood, however, that the union intends to investigate television employment and that the ban applies until completion of the study, AFM members wishing to work before the cameras meanwhile may do so, it was said, by special permission from the national office.

Ban will have no effect at WCBW, CBS New York video station. Musical programs on WCBW were discontinued several weeks ago when the station was notified that it could not continue to use network staff musicians on its video programs.

WNBT, NBC video station in New York, has used musicians only for special studio programs since an AFM ruling on onetime engagement rates went into effect. When the station picks up sports programs from outside points, such as Madison Square Garden, it returns to the studio when the band at the pickup point performs, as an alternative to paying an extra $24 to each musician in the hall.

WABD musical programs are those brought in by outside organizations, chiefly advertising agencies experimenting with video production. These will be eliminated by the ban, unless some special arrangement can be worked out.

WPTZ Philadelphia, Philco video station, has no studio facilities at this time.

WSA Plan Permit ETO Assignment

Atlass of CBS First Radio Ma To Sail on Merchant Convoy

H. LESLIE ATLASS, chief of th CBS central division and vic president of WBBM Chicago, soo will board a U. S. merchant shi to the European war theatre und terms of a new plan announced b the War Shipping Administration

Plan permits large radio station and networks to assign staff mem bers, accredited to the U. S. Mar time Service, to a selected convo to any war theatre for the purpos of making recordings aboard ship Recordings, it was explained b WSA, can be made of interview with crew members, with officers o of any action encountered by th ship enroute, all subject to securit regulations.

Atlass Is First

Mr. Atlass, first of the appli cants accepted, will leave soon fo the European theatre. It is ex plained, however, that trips can b made also to the Pacific theatre Convoy time, round trip including stopover, to the European theatre is 40 to 45 days, and to the Pacifi about 110 to 125 days.

Radio representatives will hol officer status. When a convoy docks they will be permitted shore leav during the period of the stopover. Recording equipment cannot be em ployed during the stopover, in th war zone, however, unless the in dividual is accredited to the Army or Navy command in charge in the area.

An effort will be made by WSA to assign station representatives to ships named for the cities in which their stations are located, or manned by personnel which in cludes some men from the listen ing area. WSA suggests also that some recorded programs could be built around Merchant Ship ma terials manufactured in the area in which the station is located.

It is understood that application for participation in the plan also has been made by WGAR Cleve land. For further information on the subject, inquiries should be ad dressed to Public Relations, WSA Washington 25, D. C.

Republic Campaign

REPUBLIC Pictures Corp., New York, will soon begin an extensive radio campaign, following expansion into Latin American markets. Schedule will include spot announcements and five-minute programs, starting with the current films "Brazil" and "Lake Placid Serenade." Newspapers and magazines will also be used. Morris Goodman, president, Republic Pictures International Corp., recently returned to New York from a four-month tour of Latin American countries, where he made arrangements for the campaign. Agency is Donahue & Coe, New York.

ANOTHER REASON WHY
IOWA PREFERS WHO

WHO does this every Saturday night!

Every Saturday night, people from every part of Iowa jam-pack our 4,000-seat Auditorium to see and hear WHO's "Iowa Barn Dance Frolic". The photo above is typical.

Since 1931, the Barn Dance Frolic has been by long odds the most popular theatrical event in the State. And for all those fourteen years, the show has been composed of the same talent that helps make our station "click" in its day-to-day programming.

The Barn Dance Frolic is another reason why *Iowa people prefer WHO.* It also means something to *you* that WHO knows enough about showmanship to put on a broadcast which pulls thousands of paid admissions every week — that a million people have gladly paid money to hear the sort of entertainment *you can furnish them through WHO.* Rating for last winter was 13.3 for the first hour and 19.8 for the second hour in Des Moines.

On the stage as on the air, WHO is Iowa's best source of entertainment. That's true because we have always been willing to *work* enough, and *plan* enough, and *invest* enough to do the job. We can do a job for you, too.

WHO *for* Iowa PLUS

Des Moines . . . 50,000 Watts

B. J. Palmer, *President* J. O. Maland, *Manager*

FREE & PETERS, Inc., *National Representatives*

Kansas City Meeting Signs BMB 79%

OF THE stations represented at NAB District 10 meeting in Kansas City last week 79% followed the lead of John J. Gillin Jr., director and general manager of WOW Omaha in subscribing to the Broadcast Measurement Bureau.

The new subscribers bring the total to 234 stations. Of this number, 178 have been signed during the current tour of the regional NAB meetings by Hugh Feltis, BMB president. This figure represents 80% of the attendance at the seven meetings thus far held. Highest percentage of signers, 93%, is in the 13th District (Texas). Lowest percentage recorded, 68%, is in the 16th District (Southern Cal., Ariz., N. M.). Of the grand total, 56 have been signed in Districts in which meetings have not been held.

District 10 stations which signed included: Iowa—WHO KRNT KSO Des Moines, WMT Cedar Rapids, KXEL Waterloo, KROS Clinton, WOC Davenport, KTRI Sioux City, KMA Shenandoah; Missouri—KTTS KWTO Springfield, KHMO Hannibal, KMOX KSD KXOK St. Louis, KFRU Columbia, KWOC Poplar Bluff, KVAK Atchison, (Kan.), WMBH Joplin, KWOS Jefferson City, KMBC KCMO Kansas City; Nebraska—KODY North Platte, WOW KOIL Omaha, KFOR KFAB Lincoln, WJAG Norfolk.

Meeting Canceled

The District 12 NAB conference, which was to have been held at Kansas City in conjunction with the District 10 meeting, was canceled, in order that attendance at the meeting would not exceed the maximum 50 established by the War Committee on Conventions, established by order of Justice Byrnes, War Mobilization director.

Thirty-eight stations were represented at the meeting. Among the delegates were four district directors: William Way, KVOO Tulsa; Joe Maland, WHO Des Moines; Dietrich Dirks, KTRI Sioux City and Mr. Gillin. This was the first regional conference held following NAB President J. Harold Ryan's request, issued in Salt Lake City, that future parleys be attended by only one representative from each outlet.

Mr. Way, speaking for the broadcasters of the 12th District (Oklahoma-Kansas) endorsed the BMB plan. He handed a signed contract for his own station to Mr. Feltis. Other 12th District contracts were received from Edgar Bell, secretary-treasurer of the Oklahoma Publishing Co., operators of WKY Oklahoma City, and John Esau, general manager, KTUL Tulsa. First 12th District contract signed was by Bob Enoch of KTOK Oklahoma City, who transmitted it to Mr. Feltis during the Dallas meeting of the 13th District. KLS Oakland previously was reported in error as a BMB subscriber. Station should have been KLX Oakland.

Assisting Mr. Feltis in making his presentation were Mr. Dirks, representing the Board subcommittee in charge of sales policy for the NAB, and Harlow Roberts, vice-president of Goodkind, Joice & Morgan, Chicago, a member of the radio committee of the central division of the AAAA, co-sponsors of the BMB project.

Mr. Roberts and Mr. Feltis attended a luncheon of Kansas City agency officials, explaining the BMB plan. Present were: Bruce B. Brewer Co., Bruce B. Brewer, Quentin V. Brewer, and John K. Barton; Compton Adv., Merrell Boyce, W. B. Hill; Phillips, Reick & Slonecker, John Reick; Potts, Calkins & Holden, R. J. Potts, J. B. Woodbury, C. C. Tucker, E. A. Warner, C. L. Robinson; Potts-Turnbull Co., W. J. Krebs. C. R. Lawson, G. F. MacGill, E. T. Chester, W. B. Stone; Frank Whalen Co., Frank Whalen; Abbott-Kimball Co., David B. Mindlin.

President Feltis will be assisted in the Minneapolis meeting Feb. 12 and at a luncheon meeting Feb. 13 by Otto Stadelman, secretary-treasurer of Needham, Louis & Brorby, Chicago.

Mr. Roberts has arranged an open meeting of the Chicago Radio Management Club Feb. 14 for all national representatives with offices in Chicago and members of the press in addition to regular members in Chicago on Feb. 14.

D. E. Robinson, director of research, Pedlar & Ryan, will be present in Pittsburgh for the meeting Feb. 15 and for the luncheon the following day.

During regular business sessions of the conference, stations were urged by Phil Hoffman, general manager, KRNT, to take fuller advantage of opportunities to develop better public service programs. Representing the Radio Council of Kansas City, the Rev. Roswell Williams, treasurer of the Council and faculty member at Rockhurst College, spoke in support of the American system of radio. "I believe advertising makes radio free from controls that might make it primarily a propaganda weapon of the party in power," he said.

Harold Fair, program manager WHO, and chairman of the NAB Program Managers Executive Committee, stressed the need for pioneering in program ideas. He said that the industry is facing a new period of development programwise.

Honoring Mr. Ryan, the Kansas City Chamber of Commerce relinquished its regularly scheduled public affairs luncheon to the broadcasters. Mr. Ryan was introduced to the group by Arthur B. Church, president, KMBC, and his remarks were broadcast over the Kansas State Network. Lewis H. Avery, director of Broadcast Advertising for NAB, addressed the Kansas City Rotary Club at its Thursday luncheon session on the general topic of radio broadcasting.

Kansas City advertising agency executive, R. J. Potts of Calkins & Holden, was host at a cocktail party for the delegates the closing night of the conference.

In Washington, C. E. Arney Jr., secretary-treasurer of the NAB, announced the following Association board and committee meetings to be held in Washington: Feb. 20-21—Public Relations; Feb. 22, 23—Code Committee; Feb. 27, 28—Board Meeting; Mar. 1, 2—Research Executive Committee.

WSM Voluntary Transfer Asked of FCC Follows Pattern of WOW Transaction

FOLLOWING the pattern of the unique WOW Omaha transaction, the National Life & Accident Insurance Co. of Nashville, licensee of WSM, last week filed with the FCC an application for voluntary assignment of the license of the 50,000 w station to a new corporation—WSM Inc.

The transaction provides for lease of the station—one of the best-known in the country—over a 15-year period and would completely separate the station from the insurance company. Edwin W. Craig, president of National Life, also is president of the new corporation. Harry Stone, general manager of WSM under its present ownership, is vice-president and general manager of WSM Inc. The station organization would remain unchanged.

The new company has 5,000 shares of common stock at $100 per share. Under the terms of the lease, WSM Inc. would pay to National $100,000 annually in 12 monthly installments and in addition an annual rental of $100,000, a percentage of the net profits realized from the WSM properties, calculated after the annual rental but before Federal taxes. This additional rental based on net profits would cover: on the first $75,000, no rental; on the next $50,000 or part thereof, 50%; on the next $50,000 or part thereof, 60%; the next $50,000 or part thereof, 70%; the next $50,000 or part thereof, 80%, and on all additional profits, 90%.

At the end of the 15-year term of the lease (to run from 1945 until 1960), or upon its earlier termination, WSM Inc. agrees to deliver and surrender the property to National, in good order and condition except for reasonable wear and tear or damage by unavoidable casualty. If WSM fails to perform any agreement in the lease, it would constitute default and after 30 days the lease would be terminated. It would be cancellable at any time by consent of the parties, or by either party without the consent of the other upon 30 days' notice.

The WOW transaction, whereby Woodmen of the World transferred the 5,000 w regional to a new company headed by John J. Gillin Jr., was approved by the FCC. It contained no reversionary clause whereby the Woodmen, also a life insurance operation, could recapture the station in event of default. The same general pattern is followed in the National Life-WSM Inc. transaction. The WOW lease is in litigation before the U. S. Supreme Court because of a stockholders' suit.

The WSM application gives as the reason for the assignment "simplification of corporate operations so as to separate radio station from the insurance company." The grand total of all equipment and property held by WSM is given as approximately $512,000, of which approximately $295,500 is technical equipment.

The analysis of income and expense of WSM for 1944 showed total broadcast revenues of $1,062,421.85; total broadcast expenses of $537,609.33, and a gain of $524,812.52.

Of the aggregate income, sale to major networks (NBC) brought approximately $260,000; national and regional time sales, $615,000, and local time sales $60,000, for an aggregate of approximately $933,000 before commissions to agencies and representatives. Program expenses aggregated $377,000, of which more than $241,000 was for talent. National Life had total assets at the end of the year of $155,765,000.

Fitzgeralds Move

ED and Pegeen Fitzgerald, whose morning cooperative programs are broadcast from their breakfast table, will move from WOR New York, to WJZ New York April 30. Team will be given a 25-minute daily spot before 9 a.m. on WJZ and will be groomed for a Blue Network program.

NAB DISTRICT MEETINGS

REVISED schedule of NAB district meetings follows:

First Section

District 11—Minneapolis, Mon. Tues. Feb. 12-13, Nicollet Hotel.

District 3—Pittsburgh, Thurs., Fri. Feb. 15-16, William Penn Hotel.

Second Section

District 1—Boston—Monday, Tuesday March 5-6, Statler.

District 2—New York—Thursday, Friday, March 8-9, Roosevelt.

District 4—D. C., Virginia, West Virginia broadcasters, Washington—Monday, Tuesday, March 12-13, Statler.

District 4—N. C., S. C. broadcasters, Charlotte, N. C.—Thursday, Friday, March 15-16 (no hotel yet).

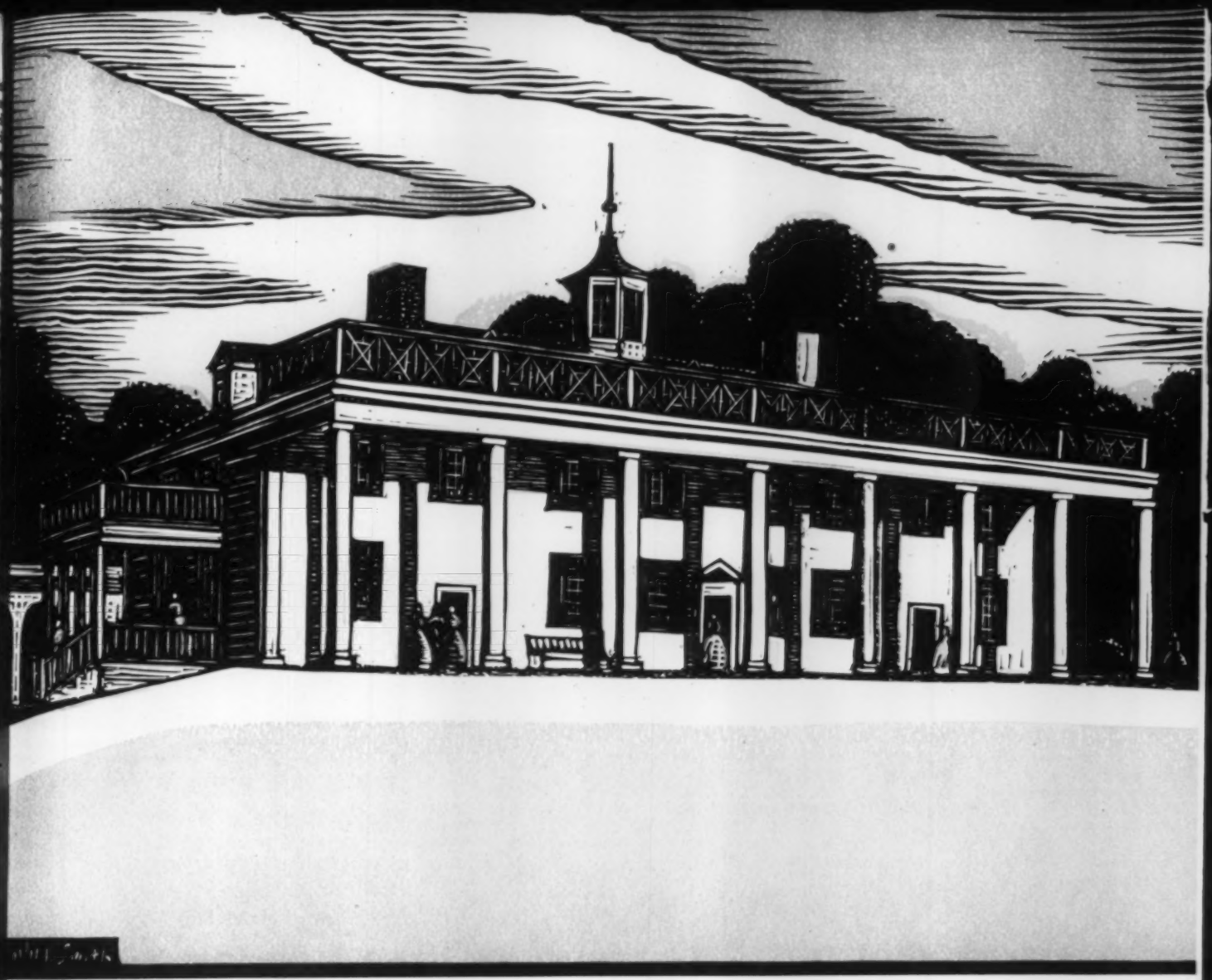
District 5—Ga., Ala. broadcasters, Atlanta—Monday, Tuesday, March 19-20 (no hotel yet).

District 5—Fla., Puerto Rico broadcasters, Jacksonville—Thursday, Friday, March 22-23 (probably Hotel Mayflower).

District 7 — Cincinnati — Monday, Tuesday, March 26-27 (probably Hotel Gibson).

District 9—Chicago—Thursday, Friday, March 29-30, Palmer House.

District 8—Detroit—Monday, Tuesday, April 2-3 (no hotel yet).



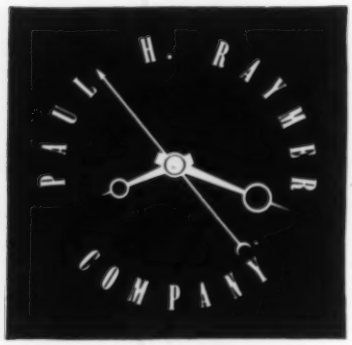
MOUNT VERNON, VIRGINIA. LINOLEUM BLOCK PRINT FOR WRVA BY CHARLES SMITH

VIRGINIA HOME OF AMERICA'S FIRST CITIZEN

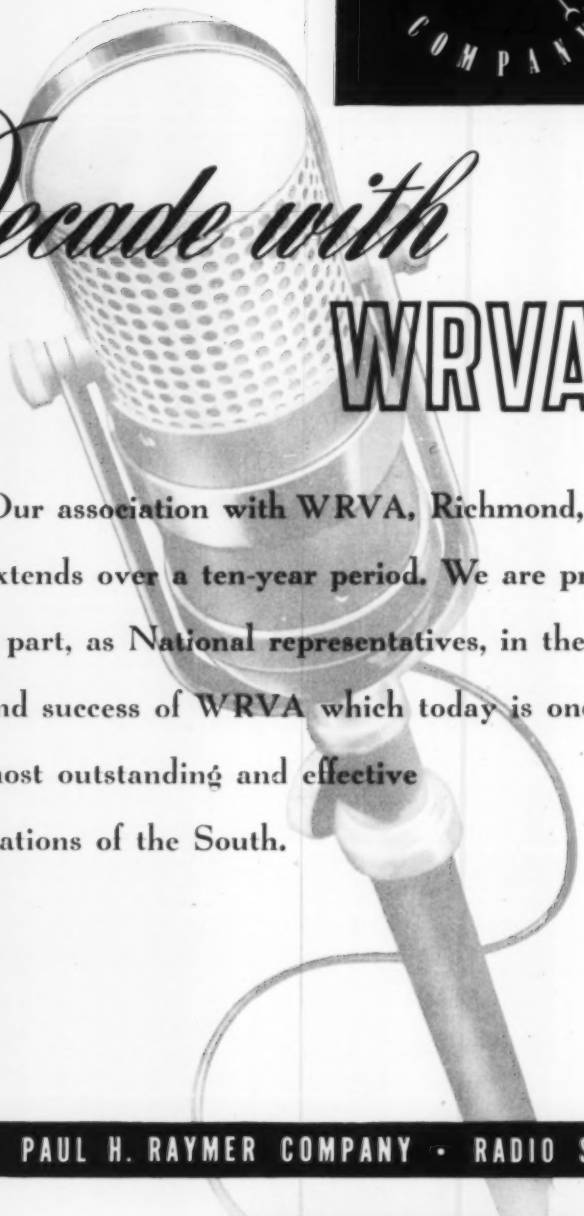
A few miles from the nation's capitol, but within the borders of historic Virginia, is the magnificent home of a man whose name is First in American honors. Here, at Mount Vernon, lived George Washington . . . an exponent of genteel Virginia living . . . the awe-inspiring beauty of Mount Vernon reflects that devotion to the good way of life. His home still symbolizes Virginia's unique, romantic and substantial contribution to the legacy of America. More than a legacy, it is a living, real part of today's South . . . as is W R V A, dedicated . . . to the glories of the past . . . needs of Today . . . and Tomorrow.

50,000 WATTS . . . . NIGHT AND DAY
STUDIOS IN RICHMOND AND NORFOLK

WRVA



A Decade with WRVA



Our association with WRVA, Richmond, extends over a ten-year period. We are proud to have played a part, as National representatives, in the deserved growth and success of WRVA which today is one of the most outstanding and effective stations of the South.

PAUL H. RAYMER COMPANY · RADIO STATION REPRESENTATIVES

NEW YORK · DETROIT · CHICAGO · SAN FRANCISCO · LOS ANGELES

Sandage Gives Points for Radio Users

News, Music, Dominant Choice of Sponsors, Study Shows

A NEW BOOK by Prof. C. H. Sandage, *Radio Advertising for Retailers*, reporting comprehensively on the extent and character of the use of radio by local firms, was published today (Feb. 12) by Harvard U. Press, Cambridge ($4).

Prof. Sandage

The study was made pursuant to the release of the NAB Retail Promotion Plan, which seeks to give department stores a clearer understanding of radio as an advertising medium. Prof. Sandage, Professor of Marketing at Miami U., Oxford, O., conducted the study while a visiting professor at the Harvard Business School under a financial grant to the school by CBS.

Warns Against Brief Use

Prof. Sandage's book reviews in detail the experiences of American retail advertisers who have employed radio to promote the sale of their merchandise. It explains that, in 1942, 50,000 local firms purchased radio time. There are, Prof. Sandage says, about 775,000 retail stores in the U. S. in the 586 communities where commercial radio stations are located.

Conclusions offered by the study include:

That real success from radio should not be expected during the first six months of use. Most firms, Prof. Sandage advises, should not use radio as a major medium unless they are prepared to employ it for at least six months.

Radio can be used as successfully by small firms in small communities as by large manufacturers in large cities.

The evidence, Prof. Sandage writes, suggests a tentative conclusion that firms with annual advertising expenditures of $50,000 or more generally should expect to spend at least 15% of their total budget on radio if they wish high success; and that smaller firms should expect to spend about 20%.

Prof. Sandage finds that the factor of management is highly important to success in radio use. Such things as selection of appropriate items for radio mention; coordination of radio advertising with the entire promotional and merchandising plan of the store; and assignment of responsibility to a single head may determine success or failure.

Primary procedure employed by Prof. Sandage in compiling the book was personal interview. These interviews were supplemented by mail questionnaires. In all, 382 personal interviews were held, the greater part with retail users, 206 usable questionnaires were returned by broadcast stations and 1,011 usable questionnaires were received from local firms using radio time.

Supplement with Spots

Prof. Sandage concludes, after an intensive study of the relative merits of announcement and program sponsorship, that good results can be obtained from either. "Where radio is used as an important part of the promotional plan," he writes, "better results will be obtained if program time constitutes the foundation of the radio undertaking and spot announcements are used only to support and supplement program sponsorship. Success from programs naturally depends largely on the degree to which a substantial listening audience is developed from groups representing actual or potential customers of the sponsor."

In 1942, Prof. Sandage reports, local business firms contributed more than 60% of the revenue received by the average broadcast station with power of 250 w or less. Some stations, answers to questionnaires indicated, depend almost entirely upon local business to survive, he reports.

"It is estimated that in 1942," the book states, "at least 50,000 local business firms purchased time from one or more broadcast stations. Approximately 40% of these firms were located in communities with a population under 25,000 and another 40% in cities with populations between 25,000 and 200,000. Types of users were varied, including such businesses as specialty clothing, furniture, department stores, jewelry, hardware, furriers, shoes, drugs, laundries, finance houses, opticians, funeral parlors and theatres."

Drawing averages from the statistics he gathered, Prof. Sandage reveals that the average retailer who used radio consistently throughout the year spent $4,100 on the medium. This represented, he writes, about 11% of the total amounts such firms spent for all advertising. Department store users spent, on an average in 1942, only 5.1% of their advertising dollars in radio, he points out. He finds there was wide divergence between budgets appropriated by department stores for radio, but that in no case did he note a figure higher than one-third the entire store budget diverted to the medium. He discovered in his study that many types of retail advertisers spent their entire appropriations on the air.

Long Term Users

"Many retailers have been long term users of radio," he says. "Of those who used radio throughout 1942, one-half had used it for five years, and 20.5% had used this medium for 10 years. The percentage of long term users becomes more significant when it is realized that the number of commercial radio stations increased 56% from 1934 to 1942 and hence many 1942 advertisers had no opportunity to use radio in 1933."

Finding that local radio advertising predominantly was announcement advertising, the author comments, "Retailers and other local firms either have avoided the work involved in building their own radio programs or have been influenced by station policies and personnel to depend largely on spot announcements. In 1942, local business firms spent about 55% of their radio time dollars for spot announcements. While department stores placed less relative emphasis on non-program time than is true of any other type of retail outlet, they allotted, on the average, 44.3% of their radio budget to spot announcements. The comparable figure for shoe stores was 80.4%."

Retailers sponsoring radio programs in the year the study covered preferred news and music above all other types of programs, Prof. Sandage reveals. "A number of retailers sponsored more than one kind of program," he discovers. "News was sponsored by 44.2% and music by 43.6% of all retailers sponsoring programs. Variety programs were the next in volume of sponsorship, but this type was used only by 11.5% of all retail buyers of program time. Sports programs were generally low, but popular among men's wear and family clothing stores."

Prof. Sandage concludes that many opportunities for developing programs with particular local appeal have been ignored by broadcast stations and retailers. He says that much effort has been devoted to attempts at copying network programs and not a great deal to developing local personalities and building shows with a distinct local setting and flavor.

Attitude of Agencies

Of advertising agencies, Prof. Sandage says: "They have played a distinctly minor role in the field of retail radio advertising. Of the total number of retailers cooperating in this research investigation, only 16.5% made use of advertising agencies in connection with their 1942 radio efforts. The advertising agency was used extensively only by retailers located in cities with populations exceeding 500,000. In the case of such retailers, 53.8% used the services of agencies to some extent in 1942."

Prof. Sandage reports that attitude of agencies toward retail accounts tended to fall into three categories: (1) lack of interest in business from retailers; (2) interest limited to purchase of spot announcements and to giving general counsel, and (3) interest in building local programs on a syndicated basis. Retail accounts, he said, were used by many agencies only as stepping stones to "big money".

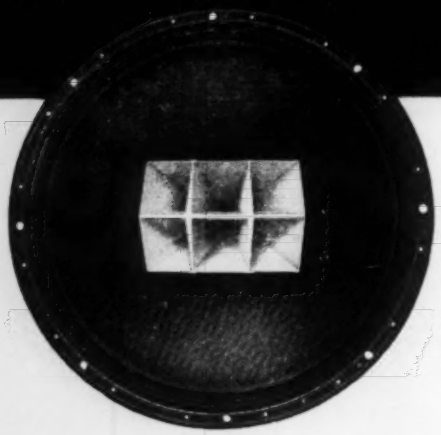
The Sandage book, *Radio Advertising for Retailers*, is offered in five parts and 13 chapters. Novel presentation in the book finds chapter II entitled "Summary and Conclusions", in which the author recapitulates his findings and warns the reader that he should read beyond the point only if his interest in the subject is something more than superficial. Subjects dealt with specifically and in detail include: Extent and Character of Radio Use by Local Business Firms, Radio as a Medium for Selling Specific Merchandise, Radio as a Builder of Goodwill and Store Traffic, Factors Making for Success or Failure, The Radio Audience, The Radio Program, Spot Announcements, The Commercial Message, The Radio Station, Advertising Agencies and Other Service Organizations, The Regional Advertiser.

C. H. SANDAGE, professor of marketing at Miami U., Oxford, O., directed the first study of radio broadcasting by the U. S. Bureau of the Census in 1935 and is the author of *Advertising Theory & Practice* as well as many articles and government publications. In compiling material for *radio advertising for retailers*, he was counseled by an advisory committee, which include: Neil H. Borden, chairman; Harry R. Tosdal, Malcolm P. McNair and Stanley F. Teele, all of whom are members of the faculty of Harvard U.

Home to WOW

ADVERSE housing conditions in Chicago so disheartened Ray Olson after four months of futile searching for a suitable place for his family that he has resigned as announcer for NBC Chicago and returned to his home station, WOW Omaha. A Davis Award winner and production manager of WOW, Ray said "Stuffy hotel rooms got me" and he "couldn't stand being fenced in." David Rodgers, formerly with WFBM and WIRE Indianapolis, replaces him at NBC.

THE HORN OF *Plenty*



(MODERN VERSION)

Plenty of high frequency Sound reproduction, up to 15,000 cycles plus . . . plenty of bass response, down to 60 cycles . . . plenty of horizontal distribution, 60 degrees . . . plenty of vertical distribution, 40 degrees . . . plenty of quality . . . plenty of EVERYTHING a modern post-war America wants in quality sound reproduction. You enjoy them all in the Altec Lansing Duplex Speaker.

SEND FOR BULLETINS

ALTEC
LANSING CORPORATION

1210 TAFT BLDG. • HOLLYWOOD 28, CALIF.

SHORTWAVE WAR AGAINST NAZIS

RCA Transmitters Fight Germany and Satellites From Installations on 5 Continents

WAR BEING waged against Nazi Germany via shortwave from five continents will increase in tempo as additional RCA shortwave transmitters go into action within the next few months, it was revealed last week by the RCA Victor Division of RCA. The company has shipped the last of a total of 23 transmitters to be supplied by RCA. Three additional RCA transmitters of this type have been completed and soon will be shipped, with installation of the rest of the transmitters bringing to a total of ten the number of countries and territories represented.

First to "invade" the Axis and satellite nations, with words for weapons, shortwave transmitters helped pave the way for the physical invasion now in progress. Keeping up a constant bombardment of news, education and counter propaganda that is heard and felt around the world, they are helping now to consolidate Allied gains and facilitate further Allied victories.

Among the RCA transmitters now on the air are seven operate for the OWI including five on th East Coast of the U. S., one on th West Coast, and one in North Afr ca. Three of the East Coast st tions are being operated for OW by the NBC, a subsidiary of RC and the other two by CBS. Th West Coast station is being opera ed for OWI by Associated Broa casters. First of the list of 23 to b installed was a transmitter pu chased by the Brazilian gover ment for Radio Nacional, gover ment operated station at Rio Janeiro which went on the air du ing the winter of 1942-43. Th installation was supervised by Joh Dawson, RCA field engineer.

Radiodiffusion Nationale Bel (Voice of Free Belgium) was ne to be installed at Leopoldville, Be gian Congo, and Radio Brazzavill operated by the French Nationa Committee for Liberation, Braza ville, French Equatorial Afric These transmitters went on the a in the spring of 1943. The Leopol ville installation was supervised b Walden Shaw, and Brazzaville b Paul C. Brown, both RCA field eng neers. Development of this type transmitter was begun by RC about a year before Pearl Harbo when the increasing importance high-power international radio be came apparent.

Rectifier, audio and control cir cuits of the RCA 50-SW are muc like those developed for the RC 50-E standard broadcast transmi ter. The radio frequency circuit however, are quite different, sinc the requirements of internationa broadcasting present problems tha are not ordinarily encountered i domestic medium-frequency trans mitters.

OWI Expands Japanese West Coast Operations

MOVING its Japanese Division from Denver to main headquarters of Pacific operations in San Francisco, the OWI last week planned to step up its psychological warfare against Japan, according to an announcement by OWI Director Elmer Davis. Recent addition of six new shortwave transmitters on the Pacific Coast, plus the new Honolulu shortwave transmitter and the new medium-wave standard station on Saipan has more than doubled the output of the *Voice of America* to Japan and the Japanese people, Mr. Davis said.

Japanese translators and announcers are now being moved to San Francisco where they will join the present staff to consolidate Japanese programming activities on the West Coast and make it possible to carry the *Voice of America* to Japan nine hours daily. Heretofore programs have been written in English in San Francisco, transmitted by teletype to Denver, translated and voiced in Denver, and relayed back to San Francisco by land line. Then recordings were broadcast to Japan and Japanese occupied areas in the Pacific.

Borden Replaces

BORDON Co., New York, on March 5 replaces Ed Wynn's *Happy Island* on 185 Blue stations Monday 9-9:30 p.m. with a new springtime musical variety show. Wynn show is being discontinued Feb. 26 to allow Mr. Wynn to make a tour of the "Purple Heart Circuit", visiting servicemen hospitals in the U. S., it was said. Full details of the new show have not been completed, but it is known that Borden will retain Mark Warnow's orchestra and Jerry Wayne, singer, both featured on the present show. Agency is Young & Rubicam, New York.

NEW OPEN-FACED acoustic booth having a direct wire from the Salt Lake Airport to KSL Salt Lake City for daily weather forecasts cuts out the roar and reverberation of airplane motors formerly contended with. A. B. Carpenter, supervising forecaster, is delivering the noon-hour report.

U. S. COAST GUARD OFFICIAL PHOTO

"Show me some water!"

That's the request a United States Coast Guard officer makes when he test-checks a fireboat in the harbor.

And that's the same kind of request many an advertiser is going to make . . . maybe in a different way.

The smart advertiser is going to say, "Show me some results!"... when the postwar race for sales and brand identification starts again.

We've made a habit of producing the largest results at the lowest cost in Baltimore.

So if you are planning to go after this market, a good bet is W-I-T-H, the successful independent. In a five-station town...it delivers the largest listening audience at the lowest cost.

W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

Sees No Competition

"RADIO can never be a substitute or serious competitor for the newspaper," Robert McLean, publisher of the *Philadelphia Evening Bulletin* and AP president, told the annual conference of the Pennsylvania Newspaper Publishers Assn. in Harrisburg. "Radio primarily is an entertainment business," Mr. McLean added. "Newspapers are concerned primarily with dissemination of news. However, newspapers at last are awake to the fact that they have a lusty competitor." The *Bulletin* bought WPEN Philadelphia last year [BROADCASTING, Dec. 11, 1944].

CANADIAN BROADCASTING Corp. shortwave transmitters at Sackville, N. B., which began operations Christmas Day with programs for Canadian troops overseas, on Feb. 11 began foreign language broadcasts in French, German, Dutch, Flemish and Czech. The 50 kw stations are operated by the CBC for the Canadian Government's Dept. of External Affairs.

New Basic Time Period Breakdown Plan Advocated by Dick Slater of W. E. Long

BASIC TIME period breakdown, claimed to be an improvement over the system offered by Joseph R. Spadea [BROADCASTING, Jan. 16] has been presented by Dick Slater, program supervisor of the radio division of the W. E. Long Co., Chicago, station representative.

The Long plan, designed particularly for the morning periods and taken from the firm's "Morning Radio Show Production Manual" rearranges the three main program elements—music, information and news—so that news periods are contained within a time segment instead of in a lead, or separate position. This re-balancing places news, which is actually third in listener popularity according to the manual, between musical, commercial and service announcement segments of the total period. Each of these segments then becomes a separate sponsorable portion.

As seen on the chart, the first quarter-hour period contains a one-minute spot, two sponsorable five-minute music segments, a sponsorable three-minute news segment and a sponsorable one-minute weather report.

"In advocating the plan," the manual states, "special stress is placed upon making all program features contained in the period altogether complementary to each other, with the result that all features will be equally attractive to advertisers and serve listeners according to people's prime interests at this time of the day."

It is pointed out that this type of scheduling not only increases revenue potential but also raises program standards by offering a variety of interest-appeals within a given period often saturated with a single type of programming of interest only to part of the listeners. In the morning periods few people have time or take time to dial for suitable programs when stations schedule all of the same type of program fare during an extended or important time segment, the manual brought out.

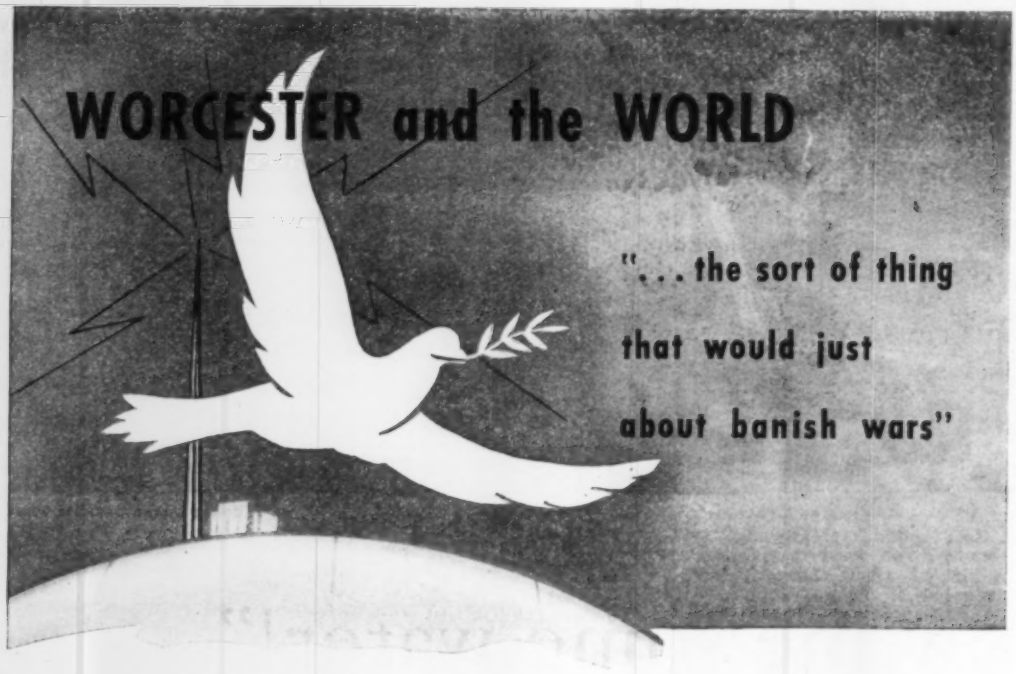
ANOTHER CLOCK

GILCHRIST STORE SIGNS WNAC SERIES

AN INVESTMENT of $50,000 for Gilchrist's Dept. Store of Boston, Quincy, Waltham and Brockton is represented in store's sponsoring of *The Answer Man*, broadcast on WNAC Boston, key station of Yankee. The fact-finding series is broadcast every night except Sunday, 6:30-6:45 p.m. Other stations carry the same show with store sponsors of the area.

Institutional and good-will type advertising is to be used for the opening weeks of the series, rather than straight merchandise selling. According to Julian Burnce, Gilchrist's advertising manager, the store is conducting a wide advertising campaign in connection with the program. Top strips on all Gilchrist stores' signs call attention to *The Answer Man*, and the four stores feature a window display on the series.

Present at a cocktail and dinner party given by Yankee Network to celebrate the contract, with Linus Travers, Yankee executive vice-president as host, were, among other: George Wiswell, of the Chambers & Wiswell Advertising Agency, handling the account; Charles Curtin, WNAC producer; James S. Powers, director of merchandising and promotion; Phyllis R. Doherty, publicity director; John Harrington, New York representative; N. O. Herman, account executive; Madeline Allen, a script writer; Martha Johnson, sales promotion staff; Edna Youmans, secretary; Bill Hahn, announcer, and Charles Forrester, "The Answer Man", all of WNAC. Mrs. Suzanne S. Graham, director of sales and merchandise of the Gilchrist Co. and Julian Burnce, advertising manager of Gilchrist's were among those representing the store.



Duplicating this WTAG-originated project 10,000 times would destroy war forever, in the editorial opinion of the Toronto Financial Post. Dozens of official representatives of all the United Nations have or will come to Worcester, to talk to civic organizations, public school classes etc., to participate in the renowned Clark University Forum, and to broadcast to WTAG's huge Central New England audience. The OWI week after week beams these activities to the home lands of these nations.

Worcester is the first city, as WTAG is the first station, in this country to attempt to solve future problems of United Nations cooperation upon a foundation of knowledge and understanding. Small wonder that this kind of creative force is acknowledged by an overwhelming audience preference for WTAG — the station with the INSIDE track, INSIDE of Central New England.

PAUL H. RAYMER CO. *National Sales Representatives*

WTAG WTAG-FM WORCESTER

BASIC CBS

580 KC 5000 Watts

OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

1944-45 NBC PARADE OF STARS

First Report

ABBOTT & COSTELLO · ALEX DREIER · AMERICAN ALBUM OF FAMILIAR MUSIC · CAVALCADE OF AMERICA

BACKSTAGE WIFE · CARNATION CONTENTED PROGRAM · EDGAR BERGEN & CHARLIE McCARTHY · BOB BURNS

CHESTERFIELD SUPPER CLUB · CAN YOU TOP THIS · CARTON OF CHEER · DINAH SHORE'S OPEN HOUSE

GENERAL MOTORS SYMPHONY OF THE AIR · STARRING CURT MASSEY · FURLOUGH FUN · ELMER PETERSON

BETTY CROCKER · BOB HOPE · AMOS 'N' ANDY · DAVID HARUM

EVERYTHING FOR THE BOYS · JOHNNIE PRESENTS—GINNY SIMMS

DR. I Q · DUFFY'S TAVERN · EDDIE BRACKEN SHOW · BILL STERN

A DATE WITH JUDY · COMEDY THEATRE · WHEN A GIRL MARRIES

FIBBER McGEE AND MOLLY · WESTINGHOUSE PROGRAM · GRAEME FLETCHER · PEPPER YOUNG'S FAMILY

BENNIE WALKER'S TILLAMOOK KITCHEN · STANDARD SCHOOL BROADCAST · EDDIE CANTOR · THOSE WE LOVE

FITCH BANDWAGON · FRONT PAGE FARRELL · GASLIGHT GAYETIES · GRAND HOTEL · K-C JAMBOREE

GREAT GILDERSLEEVE · THE GUIDING LIGHT · HOUR OF CHARM · HYMNS OF ALL CHURCHES

HIGHWAYS IN MELODY · INFORMATION PLEASE

JOAN DAVIS WITH JACK HALEY · JACK BENNY

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE

DR. KATE · KALTENBORN EDITS THE NEWS

A LAYMAN'S VIEWS OF THE NEWS

ALBERS HOMEMAKERS' HOUR

LITTLE BETSY ROSS GIRL

MAXWELL HOUSE COFFEE TIME

MANHATTAN MERRY-GO-ROUND

MOLLE MYSTERY THEATRE

SMILIN' ED McCONNELL

NATIONAL BARN DANCE

MR. AND MRS. NORTH

ONE MAN'S FAMILY

MR. DISTRICT ATTORNEY

REVEILLE ROUNDUP

PORTIA FACES LIFE

MUSIC AMERICA LOVES BEST

THESE ARE OUR MEN

THE TELEPHONE HOUR

OPPORTUNITY THEATRE

STRADIVARI ORCHESTRA

TODAY'S CHILDREN

PEOPLE ARE FUNNY

WOMAN IN WHITE

JUST PLAIN BILL

WORLD PARADE

SICK'S STAR FINAL

RIGHT TO HAPPINESS

YOUNG WIDDER BROWN

GRAND OLE 'OPRY

MA PERKINS

ROSEMARY

WALTZ TIME

JAMES ABBE

LORA LAWTON

NIGHT EDITOR

STELLA DALLAS

ELLERY QUEEN

STAR PLAYHOUSE

PALMOLIVE PARTY

LOWELL THOMAS

ART BAKER—NEWS

LORENZO JONES

ROBERT ST. JOHN

RICHFIELD REPORTER

KRAFT MUSIC HALL

JOHN W. VANDERCOOK

NEWS OF THE WORLD

ROAD OF LIFE · RUDY VALLEE

RALEIGH ROOM WITH HILDEGARDE

TRUTH OR CONSEQUENCES

VOICE OF THE DAIRY FARMER

NOAH WEBSTER SAYS · OKAY FOR RELEASE

VOICE OF FIRESTONE · WORLD FRONT

WOMAN OF AMERICA · THE GRAND OLE 'OPRY

THE STANDARD HOUR · CHUCK COLLINS

FLEETWOOD LAWTON · AUNT MARY · SAM HAYES

XUM

programs that make the NBC PARADE OF STARS radio's greatest Program Promotion Campaign

FOR THE FIRST TIME:—

Every NBC commercial program participates in the campaign—111 day- and night-time programs in all.

Individualized promotion kits tailored for each program, at no cost to clients or agencies.

Every NBC station supports the campaign with local promotions adapted to produce the best results in its coverage area.

The NBC Parade of Stars becomes a year-round effort consistently building more audience for all NBC programs.

Of the 40 most popular programs on all four networks, 25 are heard on NBC—America's No. 1 Network. This is no coincidence; it is due to a combination of good programs, plus unexcelled facilities, supported by radio's most effective audience-building effort, the NBC Parade of Stars.

This **FIRST REPORT** records that campaign in terms of listener impressions, created by the teamwork of NBC and its independent, affiliated stations during October, November and December, 1944.

ON-THE-AIR

For October, November and December, 1944—NBC Stations used:—

	NUMBER	MINUTES	COST, IF PURCHASED
Station-Break Announcements	33,942	11,314	$261,397
Recordings Used	18,137	57,429*	135,601**
Special Network Programs	7	17,685	35,247
TOTAL	52,086	86,428	$432,245

*Includes live air time used to build recordings into programs.
**Based on lowest quarter-hour station rates.

IN NEWSPAPERS

For October, November and December, 1944—NBC Stations used:—

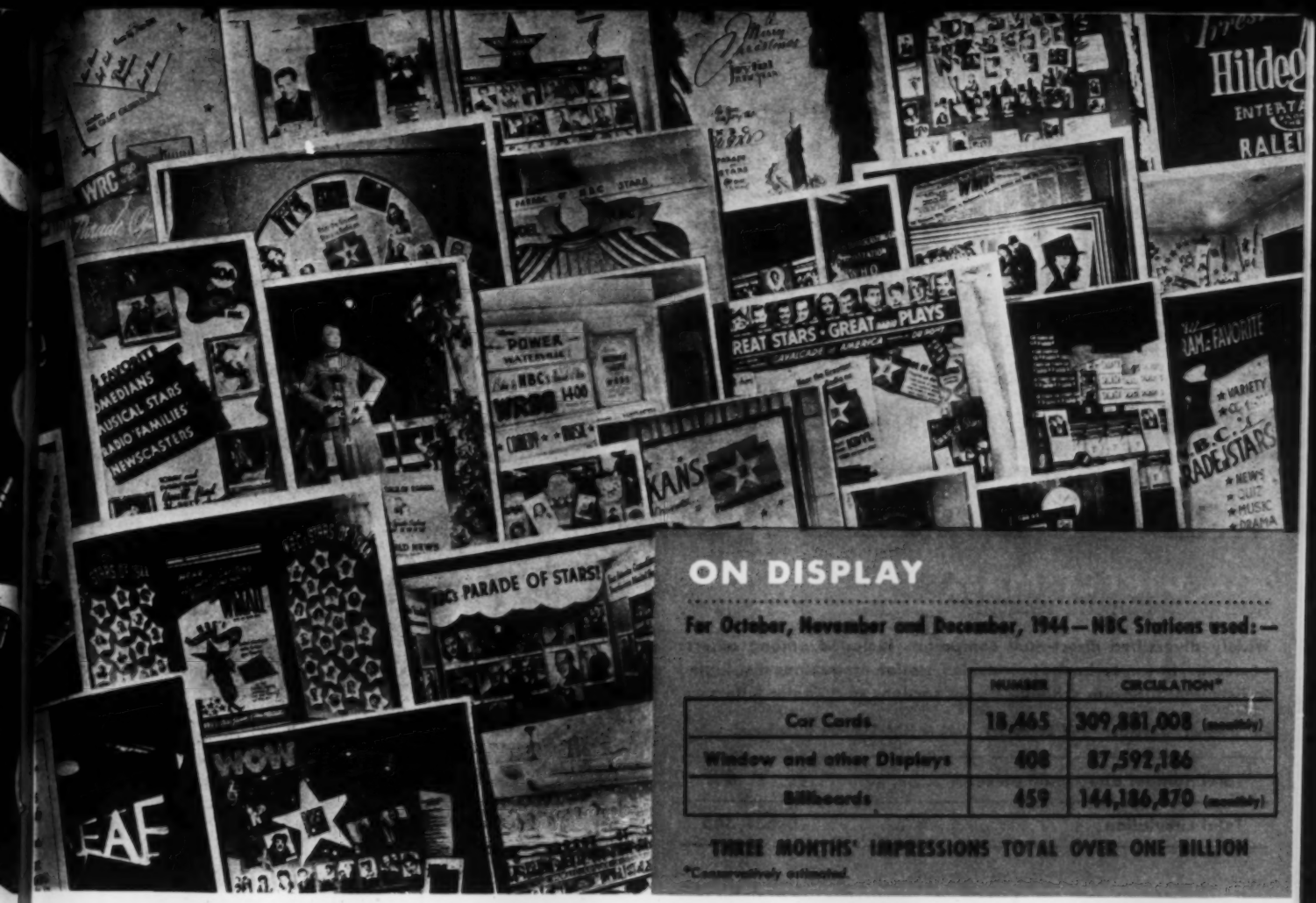
ADVERTISING

Number of cities	343
Number of Newspapers	517
Total lines	1,484,298
In papers having a circulation of	38,246,519

PUBLICITY

Daily and weekly newspapers use thousands of lines on NBC programs and stars regularly supplied to them by publicity-minded stations and NBC's Press Department (voted as rendering "best radio publicity service" in 1944 Fame-Motion Picture Daily Annual Poll).

XUM



ON DISPLAY

For October, November and December, 1944—NBC Stations used:—

	NUMBER	CIRCULATION*
Car Cards	18,465	309,881,008 (monthly)
Window and other Displays	408	87,592,186
Billboards	459	144,186,870 (monthly)

THREE MONTHS' IMPRESSIONS TOTAL OVER ONE BILLION

*Conservatively estimated

ON THE SCREEN

NBC supported its affiliates' local activities with an eight-week movie trailer campaign (a new medium—never before used on a national scale by any radio network).

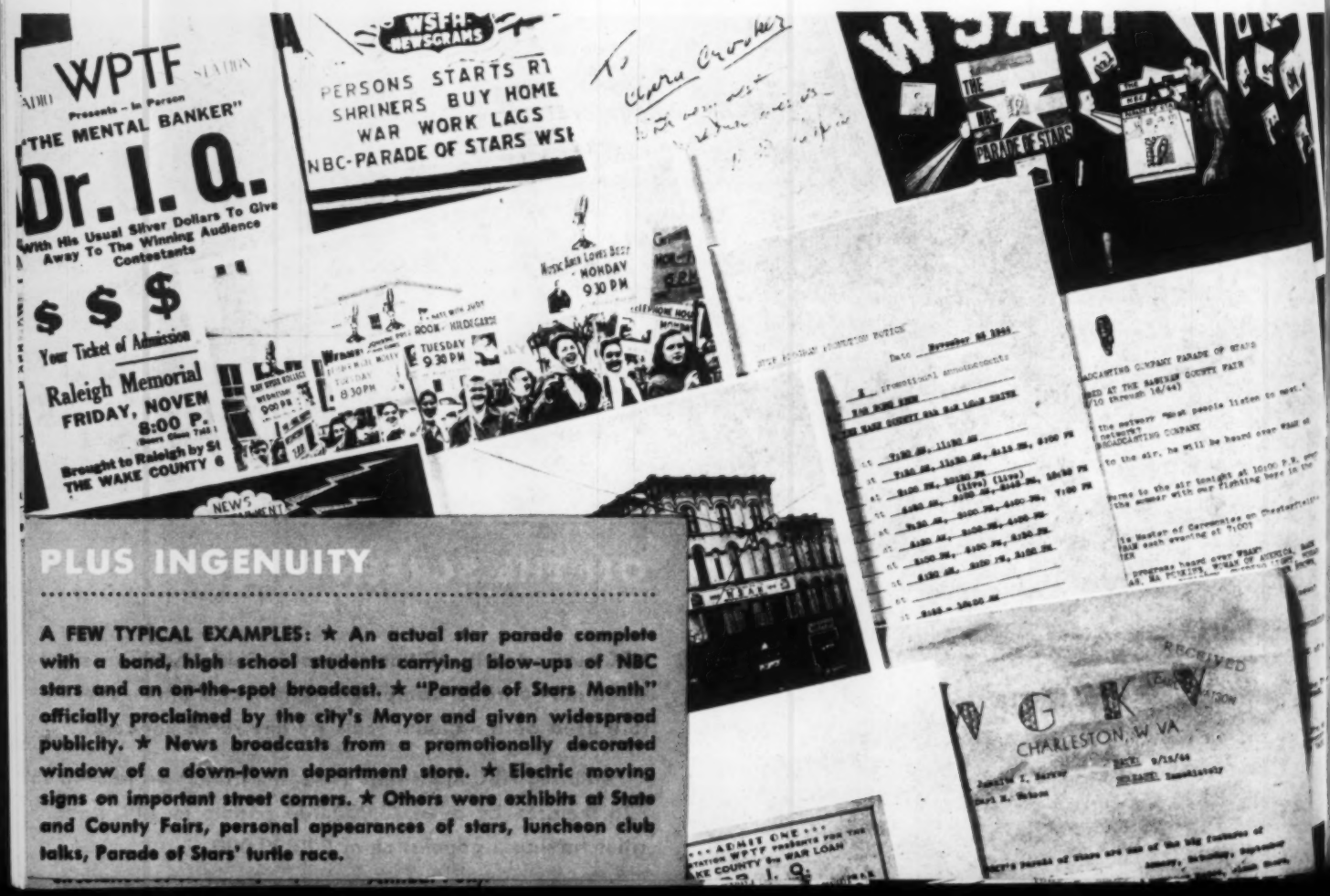
Featuring NBC night-time stars, the trailers were seen in 726 theatres by over 28,000,000 people in 111 station-cities having a population of 22,000,000.

VIA DIRECT MAIL

Widely diversified direct-mail campaigns included among others: postcards, house-to-house broadsides, station magazines distributed to listeners, program schedules, roto sections and dealer letters.

For October, November and December, 1944—NBC Stations distributed:—

Total number direct-mail pieces	**407**
Total circulation	**6,831,365**



PLUS INGENUITY

A FEW TYPICAL EXAMPLES: ★ An actual star parade complete with a band, high school students carrying blow-ups of NBC stars and an on-the-spot broadcast. ★ "Parade of Stars Month" officially proclaimed by the city's Mayor and given widespread publicity. ★ News broadcasts from a promotionally decorated window of a down-town department store. ★ Electric moving signs on important street corners. ★ Others were exhibits at State and County Fairs, personal appearances of stars, luncheon club talks, Parade of Stars' turtle race.

Year-'round Parade

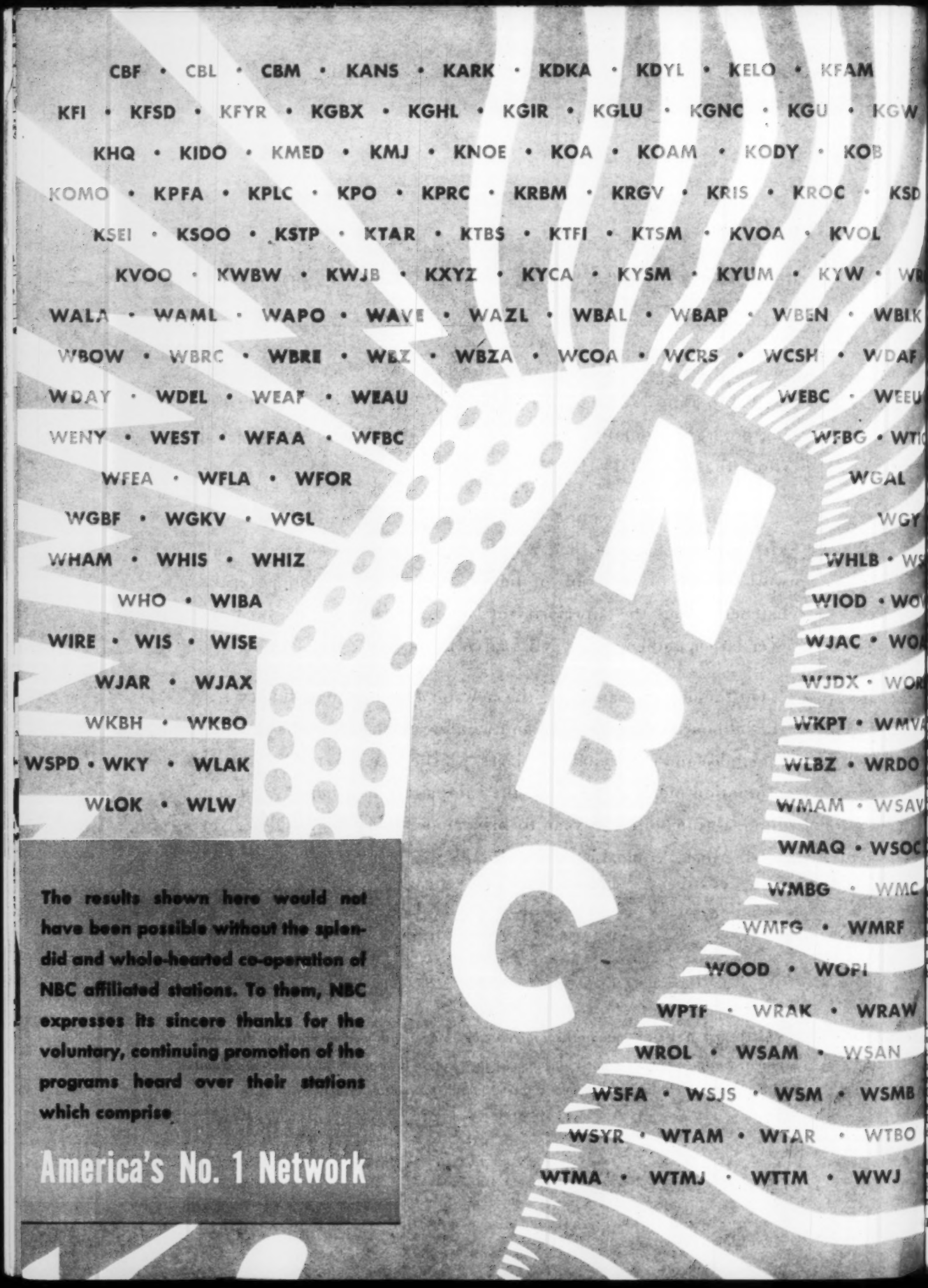
Week after week, NBC stations are bringing larger audiences to NBC programs. For the NBC PARADE OF STARS is a continuing program-promotion campaign . . . a year-'round promotional effort that pays DIVIDENDS.

New ideas, new campaigns, new recordings, new promotional kits are constantly on their way to stations affiliated with the network, ready to do a job of telling their listeners and potential listeners about the superiority of NBC programs—ready to build ever larger audiences for NBC advertisers.

On-the-air programs . . . the newspaper ads and publicity . . . the billboards and car cards and window displays . . . the program schedules and other mailing pieces . . . the ideas that NBC-station promotion men place behind the campaign . . . all these will continue throughout the year to bring more listeners to "The Network Most People Listen to Most."

over these NBC Stations

This **FIRST REPORT** *summarizes merely the three-month period opening the campaign. Supplementary reports throughout the year will be made to each NBC client and agency, including scrapbooks showing actual promotion evidence.*


CBF • CBL • CBM • KANS • KARK • KDKA • KDYL • KELO • KFAM
KFI • KFSD • KFYR • KGBX • KGHL • KGIR • KGLU • KGNC • KGU • KGW
KHQ • KIDO • KMED • KMJ • KNOE • KOA • KOAM • KODY • KOB
KOMO • KPFA • KPLC • KPO • KPRC • KRBM • KRGV • KRIS • KROC • KSD
KSEI • KSOO • KSTP • KTAR • KTBS • KTFI • KTSM • KVOA • KVOL
KVOO • KWBW • KWJB • KXYZ • KYCA • KYSM • KYUM • KYW • WR
WALA • WAML • WAPO • WAVE • WAZL • WBAL • WBAP • WBEN • WBIK
WBOW • WBRC • WBRE • WBZ • WBZA • WCOA • WCRS • WCSH • WDAF
WDAY • WDEL • WEAF • WEAU
WEBC • WEEU
WENY • WEST • WFAA • WFBC
WFBG • WTI
WFEA • WFLA • WFOR
WGAL
WGBF • WGKV • WGL
WGY
WHAM • WHIS • WHIZ
WHLB • WS
WHO • WIBA
WIOD • WO
WIRE • WIS • WISE
WJAC • WO
WJAR • WJAX
WJDX • WOR
WKBH • WKBO
WKPT • WMV
WSPD • WKY • WLAK
WLBZ • WRDO
WLOK • WLW
WMAM • WSAV
WMAQ • WSOC
WMBG • WMC
WMFG • WMRF
WOOD • WOPI
WPTF • WRAK • WRAW
WROL • WSAM • WSAN
WSFA • WSJS • WSM • WSMB
WSYR • WTAM • WTAR • WTBO
WTMA • WTMJ • WTTM • WWJ
The results shown here would not have been possible without the splendid and whole-hearted co-operation of NBC affiliated stations. To them, NBC expresses its sincere thanks for the voluntary, continuing promotion of the programs heard over their stations which comprise
America's No. 1 Network

Canadian Radio Men Stress Programs

Large U. S. Attendance Expected at Sixth War Conference

By JAMES MONTAGNES

CANADIAN broadcasters will hold their sixth wartime convention Feb. 12-14 at the Chateau Frontenac, Quebec, with program betterment in all phases a major subject. This marks the 11th annual convention of the Canadian Assn. of Broadcasters, whose membership now embraces most Canadian privately-owned stations.

Commercial continuity, music copyright fees, Bureau of Broadcast Measurement, CAB code of ethics, public relations, program improvement, public service activities, are featured on the convention agenda.

Many From U. S.

While conventions have been banned in the U. S. because of transportation problems, a number of American broadcasters and representatives of the Government and supply industry are coming to Quebec from South of the border. Canadian broadcasters picked Quebec for their convention since it is off the beaten track in winter months, has no heavy traffic or transportation difficulties as have other major eastern Canadian cities where conventions are usually held. There is no convention ban in Canada.

That some new plan for levying fees for broadcast copyright music is in the offing for postwar is realized from the fact that advance registrations show a number of representatives from the Canadian Performing Rights Society, music publishers, ASCAP and BMI will attend the convention for the first time. Performing rights fees are up for discusison on the Wednesday morning closed session.

Also expected this year in larger numbers than previous years are representatives of Canadian and American advertising agencies, who will see managers of stations with whom they usually deal by mail or through representatives. The year-old Bureau of Broadcast Measurement meeting on Monday afternoon also is a factor in bringing these advertising agency executives to the convention.

The Agenda

A number of agencies are looking to postwar radio expansion and are attending with this in mind. Of interest also is a luncheon on Tuesday by Swift Canadian Co. Ltd., Toronto, to Canadian Broadcasting Corp. Dominion network station executives attending. (Swift's use Dominion net for *Breakfast Club* daily program.)

Agenda calls for open business meeting with appointments of committees, hearing of legal, engineering and commercial continuity committee reports and president's annual adress at the Monday morning opening session. Monday afternoon is devoted to BBM with open and later a closed meeting.

Tuesday morning reports on the Canadian Radio Technical Planning Board, CAB code of ethics, programs, public relations, and public service broadcasts will be heard in open meeting. Tuesday afternoon's closed session wil be devoted to financial reports and election of officers. On Tuesday evening the annual dinner will be addressed by Peter Stursberg, Canadian Broadcasting Corp. war correspondent.

Wednesday morning's closed session will consider performing rights fees, standardization of rate structure, Parliamentary Radio Committee report and music problems. Closing session will be Wednesday afternoon with reports from standing committees and general business.

Social functions at the convention include French-Canadian dinner by CFRB Toronto, to advertising agency executives attending, CAB dinner to NAB directors and other U. S. guests, cocktail party by Canadian National and Canadian Pacific Telegraphs, cocktail party by Canadian Marconi Co., and dinner by All-Canada Radio Facilities for stations the organization represents and American visitors.

Other Meetings

Several organizations are planning meetings in conjunction with the CAB convention. Preceding the annual conference, meetings of member stations of the Canadian Broadcasting Corp. Trans-Canada and Dominion networks were held at the Ritz Carlton Hotel, Montreal, last Wednesday and Thursday. CBC officials met with managers and executives of privately-owned stations to discuss problems confronting the two Canadian networks, both of which are controlled by CBC under the law.

A sales conference of executives of stations represented by Horace N. Stovin & Co., Toronto, Montreal and Winnipeg, is scheduled for Feb. 16 at the Windsor Hotel, Montreal, following the CAB convention.

ADVANCE CAB REGISTRATION

A

Akerberg, H. V., CBS New York.
Alexander, J. L., Toronto.
Allard, James, All-Canada Radio Facilities, Ottawa.
Amyot, Miss L., CKCH Hull, Que.
Anderson T. L., Cockfield Brown & Co., Toronto.
Arbuthnot, Lee, Young & Rubicam, Toronto.
Archibald, E. G., CHOV Pembroke, Ont.
Armstrong, W. M., Canadian National Rwy. Montreal.
Ashby, A. L., NBC, New York.
Atkinson, Northern Elec. Co., Montreal.
Avery, R. J., Ronalds Adv. Agency, Toronto.
Aylen, E. C., CJAT Trail, B. C.

B

Backhouse, W. H., CKY Winnipeg.
Baldwin J. E., All-Canada Radio Facilities, Vancouver.
Ball, A. C., "Canadian Advertising," Toronto.
Bannerman, Glen, CAB Toronto.
Barnes, W. B., NBC New York.
Beardall, J., CFCO Chatham, Ont.
Beaudry, Guy, Press News, Montreal.
Bendit, R., CKCH Hull, Que.
Bernard, V., CHNC New Carlisle, Que.
Bernier, Lucien, CKCV Quebec.
Berry, C. W., CFGP Grande Prairie, Alta.
Berthon, Geo., Young & Rubicam, Toronto.
Besnar, M., CHNC New Carlisle, Que.
Bewick, L. W., CHSJ St. John, N. B.
Biondi, F., CKAC Montreal.
Blackburn, W. J., CFPL London, Ont.
Borrett, Maj. Wm. C., CHNS Halifax.
Botterill, N., CJOC Lethbridge, Alta.
Bourgoyne, Maj. H. B., CKTB St. Catherines, Ont.
Bowden, R. F., H. N. Stovin & Co., Toronto.
Brophy, R. M., Canadian Marconi, Montreal.
Brown, Margaret, "Marketing," Toronto.
Buchanan, H. C., CHAB Moose Jaw, Sask.
Bushnell, E., CBC Toronto.
Byles, W. D., Spitzer & Mills Ltd., Toronto.

C

Caldwell, Spence, CJBC Toronto.
Cambridge, John, Montreal.
Campbell, W., "Marketing," Toronto.
Campeau, J. E., CKLW Windsor-Detroit.
Caplan, R., CBC Montreal
Carson, H. R., CFAC Calgary.
Carter, W. J., CKLW Windsor-Detroit.
Chandler, Geo., CJOR Vancouver.
Chapman, C. S., CKNB Campbellton, N. B.
Chappell, M. N., Elliott-Haynes Ltd., Toronto.
Charland, W. L., Whitehall Broadcasting, Montreal
Chevrier, H. F., CBC Montreal.
Chitty, Les., Cockfield Brown & Co., Toronto.
Clark, W. S., Howard Wilson Co., New York.
Cloutier, N. L.,
Colwell, N. P., Joseph Hershey McGillvra, Chicago.
Cooke, J. K., CKEY Toronto.
Cornier, Al, Joseph Hershey McGillvra, Chicago.
Cranston, W. T., CKOC Hamilton, Ont.
Crittenden, H. A., CJOC Lethbridge, Alta.

D

Dales, W. A., CJAT Trail, B. C.
Dallin, V., CFQC Saskatoon.
Dawson, J. L., CFCF Montreal.
Day, C. A., Press News, Toronto.
Dippie, W. C., Radio Representatives Ltd., Montreal.
Doak, F. C., CJBR Rimouski, Que.
Downes, Walter, Walter Downs Ltd., Montreal.
Duffield, W. A., CKY Winnipeg.
Dugan, M. D., Press News, Toronto.
Dunlaney, Miss M. H., Pedlar & Ryan, N. Y.
Dunlop, Miss D., Young & Rubicam, Toronto.
Dupont, J. A., CBC Montreal.

E

Edwards, C., Press News, Toronto.
Egner, C. Lloyd, NBC New York.
Elliott, E. M., Canadian Marconi, Montreal.
Elphicke, F. H., CKWX Vancouver.
Engsign, W. H., CBS New York.
Evans, T. A., CAB Toronto.

F

Ferguson, G. V., CKRC Winnipeg.
Fetzer, J. E., NAB Washington.
Finlay, J. R., CBC Winnipeg.
Fitzpatrick, B. S., Tucketts Ltd., Hamilton, Ont.
Foster, Harry E., Harry E. Foster Agencies, Toronto.
Frigon, Dr. A., CBC Ottawa.
Fulford, R. T., CHUM Toronto.

G

Gaetz, G., CKRC Winnipeg.
Gamble, F. R., AAAA, New York.
Garside, A. L., CJGX Yorkton, Sask., and CJRL Kenora, Ont.
Gauthelr, A., CHLT Sherbrooke, Que.
Gayner, P. H., All-Canada Radio Facilities, Winnipeg.
Geary, R. H., Harold F. Stanfield Ltd., Montreal.
Gillin Jr., J. J., WOW Omaha.
Godreault, M., CBC Montreal.
Graydon, John, Canadian Facts Reg'd., Toronto.
Grossart, A., Southern Music Pub., Toronto.

H

Hager, Kolin, WGY Schenectady.
Hall, Burt., All-Canada Radio Facilities, Montreal.
Hall, F. H., CFOS Owen Sound, Ont.
Halman, Geo., Exclusive Radio Features, Toronto.
Harding, Gilbert, BBC Toronto.
Hardy, J. A., CHRC Quebec.
Havelin, Carl, MBS New York.
Hawkins, Wm. N., CFOS Owen Sound, Ont.
Haynes, Paul, Elliott-Haynes Ltd., Montreal.
Head, Adrian, J. Walter Thompson Ltd., Toronto.
Headly, L. D., RCA Victor, Toronto.
Hedges, W. S., NBC New York.
Henry, G. S., CJCA Edmonton, Alta.
Henshaw, D., MacLaren Adv. Co., Toronto.
Herbert, Guy F., All-Canada Radio Facilities, Toronto.
Hill, F/Lt. J. M., RCAF, Ottawa.
Hoey, Edna, Carter Products, New York.
Hoff, R., National Broadcast Sales, Montreal.
Houde, Dr. Chas., CHNC New Carlisle, Que.
Houle, L., CBC Montreal.
Hulton, L. A. B., Canadian National Telegraphs, Ottawa.
Humphreys, M. H., CJCH Halifax.

I-J

Inwood, J. M., Lyman Agencies, New York.
Jamieson, H. T., Canadian Performing Rights Society, Toronto.
Jean, Emile, CHLN Three Rivers, Que.
Joseph, A. H., RCA Victor, Montreal.

K

Keegan, Anne, Compton Adv., New York.
Kemp, F., Compton Adv., New York.
Keyserlingk, R. W., British United Press, Montreal.
Kirby, Col. E. M., AUS, Washington.
Knox, J., H. N. Stovin & Co., Toronto.
Kraemer, E., Joseph Hershey McGillvra, Chicago.

L

Lalonde, Phil, CKAC Montreal.
Landry, Col. R., CBC Ottawa.
L'Anglais, Paul, Radio Programme Producers, Montreal.
LaRoque, H., McKims Ltd., Montreal.
Laugharne, O. K. S., British Ministry of Information, New York.
Lavoie, G. F. CJBR Rimouski, Que.
Leary, Al. E., CHUM Toronto.
LeBaron, J., Joseph Hershey McGillvra, Chicago.
Lefebvre, M., CHLP Montreal.
Legault, John, CHAD Amos, Que., and CKVD Val d'Or, Que.
LePage, Henri, CHRC Quebec.
Leprohon, Louis, CKAC Montreal.
Leslie, R. A., National Broadcast Sales, Toronto.
Lewis, R. A., "Canadian Broadcaster," Toronto.
Lind, J., Chicago.
Locke, C., Locke Johnson Ltd., Toronto.
Lorrain, C. L.
Low, W. S., Canadian Performing Rights Society, Toronto.
Lucas, N., CBC Winnipeg.
Lynds, F., CKCW Moncton, N. B.

M

McCurdy, D. P. CJCH Halifax.
MacDonald, D., Ted Bates Inc., New York.
McDougall, J. E., J. Walter Thompson Ltd., Montreal.
McGillvra, J. H., Joseph Hershey McGillvra, New York.
McGuire, R. E., All-Canada Radio Facilities, Toronto.
McGurk, P., Weed & Co., Chicago.
Mackinnon, Keith, Winnipeg.
MacLaren, J. A., MacLaren Adv. Co., Toronto.
McMillan, E., McColl-Frontenac Oil Ltd., Montreal.
McNeil, J., Canadian Press, Toronto.
McQuairrie, A., ACA and BBM, Toronto.
McQuillin, C. W., Cockfield Brown & Co., Toronto.
Manson, Donald, CBC Ottawa.
Marett, R. H. K., British Ministry of Information, New York.
Matheson, C. R., Toronto.
Maxwell, M., Associated Broadcasting, Montreal.
Midgley, C. E., CBS New York.
Moffatt, Lloyd, CKBI Prince Albert., Sask.
Montagnes, James, BROADCASTING, Toronto.
Moore, Lloyd, CFRB Toronto.
Morris, Phil., CFPL London, Ont.
Moseley, D., British United Press, Montreal.
Murphy, A. A., CFQC Saskatoon, Sask.
Murray, R. L., ASCAP, New York.
Musnik, B., Procter & Gamble, Cincinnati.
Myers, M., Montreal.

N

Nathanson, N., CJCB Sydney, N. S.
Neill, J. S., CFNB Fredricton, N. B.
Neil, W. D., Canadian Pacific Railway, Montreal.

P

Parker, Ralph H., CFPA Port Arthur, Ont.
Parsons, W. B., NBC New York.
Part, John H., CHUM Toronto.

(*Continued on page 34*)

Passmore, C. M., MacLaren Adv. Co., Toronto.
Pearson, H. E., CJCA Edmonton.
Peter, Paul F., NAB, Washington.
Peterson Lt. L. B., Canadian Army, Ottawa.
Phare, Alex, R. C. Smith & Son, Toronto.
Philpot, A., Toronto.
Pollett, B. D., Compton Adv., New York.
Powell, W. E., CBC Toronto.
Provost, M., General Broadcasting, Montreal.
Purcell, G., Press News, Toronto.

Q-R

Quinney, G. B., CFAR Flin Flon, Man.
Radcliffe, F. W., RCA Victor, Toronto.
Radford, J. R., CBC Toronto.
Rea, Wm., CKNW New Westminster, B. C.
Redmond, G. J., CHNS Halifax
Reilly, W. J., Weed & Co., Chicago.
Reynolds, E. W., Reynolds Adv. Co., Toronto.
Rice, G. R. A., CFRN Edmonton.
Ritchie, Wells, CBC Toronto.
Rogers, Col. Keith, CFCY Charlottetown, P. E. I.
Rogers, L., British United Press, Montreal.
Rosenfeld, M., MacLaren Adv. Co., Toronto.
Rosher, Dr. CFQC Saskatoon.
Ryan, J. Harold, NAB, Washington.

S

Sallans, G. H., British United Press, Montreal.
Savage, A., Cockfield Brown & Co., Toronto.
Savignac, F. W., CBC Ottawa.
Scully, J. B., CKPR Fort William, Ont.
Sedgwick, Harry, CFRB Toronto.
Sedgwick, Joe, CAB Toronto.
Segee, V. F., CBC Montreal.
Shaw F., CFAC Calgary.
Shaw, J. A., CFCF Montreal.
Shearer, Chas., Chief Radio Censor, Ottawa.
Sherwood, Alex., Standard Radio, New York.
Sifton, V., CKCK Regina.
Sill, J., MBS New York.
Slatter, Jack, Radio Representatives Ltd., Toronto.
Slaybaugh, C., Morse International, New York.
Smith, H. E., CFCF Montreal.
Smith, Mrs. S., CAB Toronto.
Soble, Ken., CHML Hamilton, Ont.
Spears, W., CKRM Regina.
Stanton, Frank, CBS New York.
Stephenson, H., Canada Starch Co., Montreal.
Stewart, J., Joseph Hershey McGillvra, New York.
Stovin, H. N., Horace N. Stovin & Co., Toronto.

T

Tedman, H. M., J. J. Gibbons Ltd., Toronto.
Thivierge, N., CHRC Quebec.
Thomas, M. H., Spot Broadcasting, New York.
Thomson, Roy H., CKGB Timmins, CFCH North Bay, CJKL Kirkland Lake, Ont.
Tietelman, J., General Broadcasting, Montreal.
Tobin, B., British United Press, Montreal.
Tomkins, Merritt, BMI, New York.
Tonkin, G., CKFI Fort Frances, Ont.
Tregale, J., All-Canada Radio Facilities, Toronto.
Trapnier, Leon, CHLN Three Rivers, Que.

U-V

Usher, A., RCA Victor, Montreal.
Vale, N. K., Ronalds Adv. Agency, Montreal.

W

Walker, H. G., CBC Toronto.
Walker, H. S., RCA Victor, Toronto.
Weed, J. J., Weed & Co., New York.
Weed, C. C., Weed & Co., Chicago.
Weir, E. A., CBC Toronto.
White, F. W., CBS New York.
White, R. E., CFJC Kamloops, B. C.
Wiggan, A. H., British Broadcasting Corp., New York.
Wilks, P/O., RCAF Ottawa.
Willis, W. A., Wartime Prices and Trade Board, Ottawa.
Wright, C. W., Toronto.
Wolley, E. C., NBC New York.

Y

Young, Adam, A. H. Young Inc., New York.
Young, George, CBC Halifax.
Yuill, J. H., Medicine Hat, Alta.

Paul deMars Join Ray Wilmotte Firm

Firm Planning New Consulting Engineer Service for Radio

ASSOCIATION of Lt. Comdr. Pa A. deMars, USNR, former vic president and chief engineer of th Yankee Network, with the consul ing firm of Raymond M. Wilmott was announce last week by M Wilmotte. Whi on active dut Comdr. deMa will give the firm counsel and a vice to the exte that his Nav duties permit.

Comdr. deMars

A pioneer FM, Comdr. d Mars was one the earliest experimenters in th study of radio propagation. H formerly was professor of electr cal engineering of Tufts Colleg when he initiated research cove ing ionosphere studies, field inten ity measurements and recordin With Yankee he designed and bui the FM stations at Paxton, Mas and Mt. Washington, N. H., an is responsible for solving nume ous FM problems.

Active in FM

Since June 1936, when he hear Maj. Armstrong's paper paper o FM presented before the Washing ton section of IRE, Comdr. deMar has participated actively in FM de velopment. Comdr. deMars' assoc ation with the Wilmotte firm bring together two radio pioneers. Mr Wilmotte initiated the direction antenna in broadcasting as a mean of providing mutual protection o stations from interference on th same frequency. In 1931 he built th directional at WFLA Tampa—th first installation of that character

Coincident with the announce ment, Mr. Wilmotte said his firm plans to offer broadcasters and new organizations entering radio a new consulting engineering service in volving the detailed design of broadcasting system from studio t antenna. The Wilmotte firm during the war has been carrying out ser vice contracts on design and equip ment and communications systems for military establishments.

Toronto Video Planned

TORONTO plans to have the firs television station in Canada, it has been announced by Dr. A. Frigon general manager of the Canadian Broadcasting Corp., Ottawa. He stated that a site had been obtained by the CBC for a television station Other television stations would be established in Canada in due time No date was set for construction or opening of the Toronto station and no change was announced in CBC policy to allow privately-owned television stations to be built.

PRODUCTION rose to an all-time high mark of $54,000,000 for Stromberg-Carlson Co., Rochester, during 1944, exceeding by more than a third the record for the previous year.

"Listen, neighbor!"

"Listen, neighbor," says WIBW—and throughout Kansas and adjoining states, over five million people DO listen.

Even more important . . . they ACT on what they hear. Why? Simply because they've learned that they can DEPEND on what WIBW tells them. They look on us as a next door neighbor whose interests are identical with their's . . . and that's the way we talk with them.

Our time-tested, over-the-fence method of selling gets results that no advertiser in this rich, agricultural market can afford to overlook. Let us prove it for you and your product.

WIBW IN TOPEKA "The Voice of Kansas" COLUMBIA'S OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK CHICAGO KANSAS CITY SAN FRANCISCO

Station KEX (5,000 watts), Blue Network affiliate in Portland, Oregon, is now owned and operated by Westinghouse Radio Stations Inc.

To programs out of the "Blue" will be added the well-known Westinghouse skill for producing local programs. Programs designed for more than just listening.. but rather to appeal to the likes of the community.. programs that stay "in tune" with the people.

Listener and sponsor alike stand to gain from this merger of KEX, Portland, with the Westinghouse stations in Ft. Wayne, Pittsburgh, Boston, Philadelphia, and Springfield. These sister stations salute the West Coast station, KEX, and wish it success as it is welcomed into the Westinghouse family.

Program availabilities furnished, at your request, by KEX.. or, you may call on Paul H. Raymer Co., National Representatives, for any required information.

KEX
PORTLAND OREGON
5,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc

KYW • KDKA • WOWO • WBZ • WBZA • KEX

REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX
KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.

ODE *to be read at a treasurer's meeting*

This ad, you see,
Is done in verse.
(Our prose, we add,
Is even worse.)

BUT, VERSE OR WORSE,
We'd like to say,
Here's something you
Should read today.

Of six like programs in New York–
We're not referring now to Cork–
Which last year reached more homes for less,
Five were ours, we'll now confess.

We mean such things as Beatty, Deane,
Our Al McCann and gay Pegeen;
And with a note of due decorum,
The fifth, of course, is The Food Forum.

They reached each
1000 homes or such
For sixty-cents–
Which isn't much.
While other shows
On other stations
Ran into quite
Involved equations.

THE MORAL
to this verse is this–
If by mere chance
we've been amiss–

If you have a product or service that women want, or should know about, you'll reach more people per-dollar on WOR's women's shows than on any similar shows on any other major station in Greater-New York.

Our address is–

WOR

–that power-full station
at 1440 Broadway, in New York

member of the mutual broadcasting system

More Parker News

PARKER WATCH Co., New York, which sponsors Johannes Steel, commentator, on WHN New York, five times weekly from 7:45-8 p.m., on Feb. 5 added a 6 p.m. broadcast by Mr. Steel piped direct to WHDH Boston by Class A lines from WHN studios. Plans are under way to pipe Mr. Steel's broadcasts from WHN to stations in Philadelphia, Baltimore and Washington. A special newspaper campaign is also being conducted drawing attention to Mr. Steel's broadcasts in New York and Boston. Agency is Sterling Adv., New York.

Classic Transmission

TRANSMISSION of "Trio", latest musical score of Dmitri Shostakovich was arranged from Moscow to New York last week via radio-photo over the circuit of RCA Communications Inc. Actual transmission, which was heralded by RCA as the first transmission of its kind involving a major musical work, took 24 minutes for the first pages of the score to come from Moscow over the RCA receiving radiophoto machine. Samuel Chotzinoff, manager of the NBC music division, arranged to secure the composition.

EVER SHARP FOR A GAG is Milton Berle (c), comedian m.c. on *Let Yourself Go*, now heard on CBS 10:30-11 p.m. Wednesdays, as he points a sharp finger at Martin L. Straus, president of Eversharp Inc., his sponsor. Impromptu audience is composed of (l to r): Hal Block, executive producer of program; Ann Marlowe, originator of show; Mr. Straus; Mr. Berle; William C. Gittinger, CBS vice-president in charge of sales; Frank K. White, CBS vice-president and treasurer; Frank Barton, business manager, radio department, the Biow Co., Eversharp agency.

ANPA Cancels

AMERICAN NEWSPAPER Publishers Assn. has canceled its annual convention, normally held in April in New York, and the ANPA's Bureau of Advertising has also canceled its annual dinner and advertising sessions which are usually featured at the meeting. Associated Press, whose annual meeting is customarily held the day preceding the ANPA sessions, expects to hold a business meeting but has canceled the annual AP luncheon, usually attended by more than 1,000 members and guests.

Film Disc

UNIVERSAL PICTURES Co., New York has prepared a full half-hour transcribed dramatization of "The Suspect," for placement on stations in conjunction with local openings of the film. Orson Welles takes the lead part played by Charles Laughton in the film. Disc was sponsored commercially on six New York stations Jan. 29 and Jan. 30—WEAF WJZ WMCA WNEW WOR WQXR. Records were cut by WOR Recording, New York. Agency is J. Walter Thompson Co., New York.

HOUSE VOTE SAVES FARM RADIO COUNT

WITH THE PASSAGE by the House last week of the Agricultural Census Appropriation bill (H. J. Res. 85), providing funds to complete the quinquennial census of the nation's farms, the Bureau of the Census, Department of Commerce, will make the fullest use of radio to enlist cooperation of farmers in filling out enumerators' schedules. Census will furnish, among other pertinent data, the number of farms owning radios.

Despite strong opposition from Republican members, the bill, carrying an appropriation of $6,784,000, passed the House Wednesday by a vote of 198 to 171. A similar measure had passed the Senate last session but failed of passage in the House. The Senate is expected to concur in the House action.

Actual enumeration work on the census began Jan. 8 under an appropriation of $7,250,000 previously provided for preparatory work of planning and printing schedules, hiring and training of enumerators, and preliminary tabulation. The additional funds cover increased rates of pay to enumerators and publication of data by counties, states, and geographical regions.

The census will provide the first official figures on farm use of radio since the last agricultural census in 1940 when 4,271,000 or 60% of farm homes reported radio ownership. It is expected that the 1945 census will show a substantial increase over this figure.

In addition to the basic radio data, the census will also provide figures on electrically operated and battery operated sets. This information will be ascertainable by relating information collected on use of electricity on farms. The Bureau expects to release county totals by late summer.

Radio Convention

THEIR annual conference canceled as a result of the Office of Defense Transportation ban, the Federation of Republican Women's Clubs of New York State on Feb. 2 broadcast talks by three key speakers on a hookup of Blue Network stations in New York State, while members gathered at radio sets in their communities.

THE *Prestige* STATION OF THE CAROLINAS

Prestige is that intangible something that cannot be bought over the counter. It is an influence that results from reputation or achievement.

We are proud of our slogan here at WBIG. We appreciate the trust that has been manifested by those who live and listen in "The Magic Circle"... that rich Urban and Rural Market that is dominated by WBIG.

EDNEY RIDGE, DIRECTOR

WBIG

GREENSBORO, N. C.

MAGIC CIRCLE OF 50 MILES

THE PRESTIGE STATION OF THE CAROLINAS

5000 WATTS DAY AND NIGHT

TO MAKE SURE of getting the audience of Nova Scotia's most thickly populated area it is hardly necessary to stress the fact that the station is .....

CHNS

Halifax, Nova Scotia

JOS. WEED & CO.

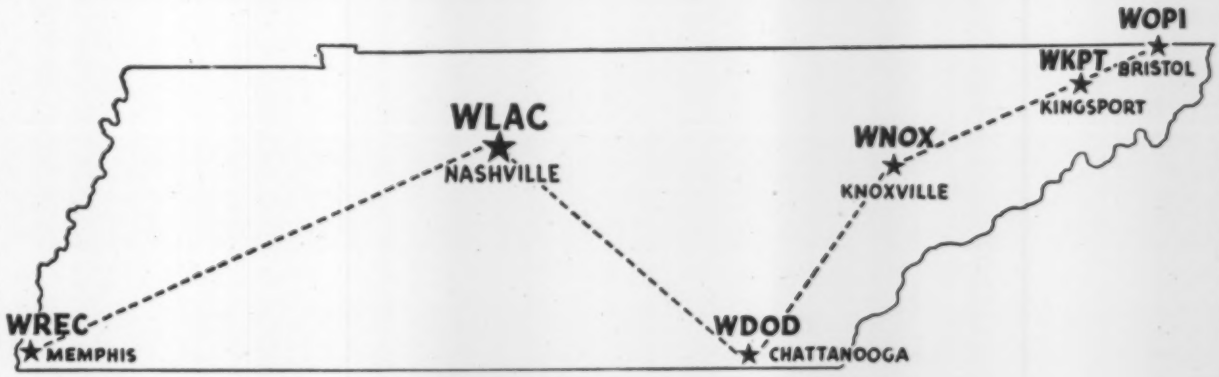
350 Madison Avenue, New York

Representatives

Governor Jim McCord is introduced over a statewide network by F. C. Sowell, radio chairman.

Radio made it possible . . .

for Tennessee's high school children to hear their new Governor open the state's 1945 Infantile Paralysis campaign!



THOUSANDS of BOYS AND GIRLS LISTENED, AND THEN JOINED "THE MARCH of DIMES"

This is the type of public service that Tennessee's radio stations are noted for. It's their way of getting a big job done in record time. WLAC originated and fed the program to

WREC WDOD WNOX
WKPT and WOPI

Children heard the Governor's March of Dimes address in their own class rooms through their schools' public address systems. On the preceding day they were asked to urge their parents to listen to this important broadcast.

"... that the public interest, convenience and necessity will be served ..."

WLAC

50,000 WATTS
NASHVILLE, TENNESSEE

CBS

NOTE: Contribution from Nashville city schools more than triple last year's figure.

CKSF Opens Feb. 15

CKSF Cornwall, Ont., which was to have gone on the air on Feb. 1, is now definitely scheduled to go on the air Feb. 15, with a special program recorded in England in its namesake city, Cornwall. Arrangements were made by H. Harrison Flint, manager of CKSF, and S. J. de Lotbiniere, BBC representative in Canada. CKSF operates with 250 w on 1230 kc. Studios have been designed by Donald McInstry, chief architect of the Canadian Broadcasting Corp.

Three Sign Harkness

THREE additional sponsors to sign for local sponsorship of *Harkness of Washington*, NBC five-times weekly quarter-hour news program, include Lewis Cigar Mfg. Co., WEAF New York; Montgomery Ward Co., WCFL Chicago, and Free Service Tire Co., WROL Knoxville, Tenn. Series is now sponsored in 33 cities.

AFTER A HEARTY breakfast at the Andrew Jackson Hotel, Nashville, Harry Stone (left, at head of table) is getting ready to make his speech to the members of the Tennessee Press Assn. in which he urged cooperation of press and radio. On Mr. Stone's left is Dean R. Upson, commercial manager of WSM Nashville, and on his right is Guy Easterly, TPA president. Others at table are TPA members. Occasion was the mid-winter meeting of the Tennessee Press Assn. WSM has conducted an extensive advertising campaign in the state press during the past year promoting interest in broadcasting among listeners.

Senate Committee Plans Radio Probe

Small Business Group Slates Monopoly Investigation

A SWEEPING investigation into all channels of mass communication—the motion picture, newspaper and radio fields—will be conducted by the Senate Special Committee to Study & Survey Problems of Small Business Enterprises, it was disclosed on Capitol Hill last week.

Headed by Sen. James E. Murray (D-Mont.), often at loggerheads politically with Sen. Burton K. Wheeler, senior Senator from Montana and chairman of the Interstate Commerce Committee, the Committee plans to delve into reported monopolistic tendencies in all phases of mass communication, according to Dewey Anderson, Committee general counsel.

Free Enterprise vs Monopoly

"It's the old story of free enterprise versus monopoly," he said. Plans are first to conduct a thorough probe of the motion picture industry which, the Committee has been informed, gradually has become difficult for the "little man" to enter while monopolies have encroached upon the field.

No effort will be made to begin the radio study until after the movie question has been disposed of, according to Mr. Anderson who last week was in the throes of finding new office space in the Senate Office building.

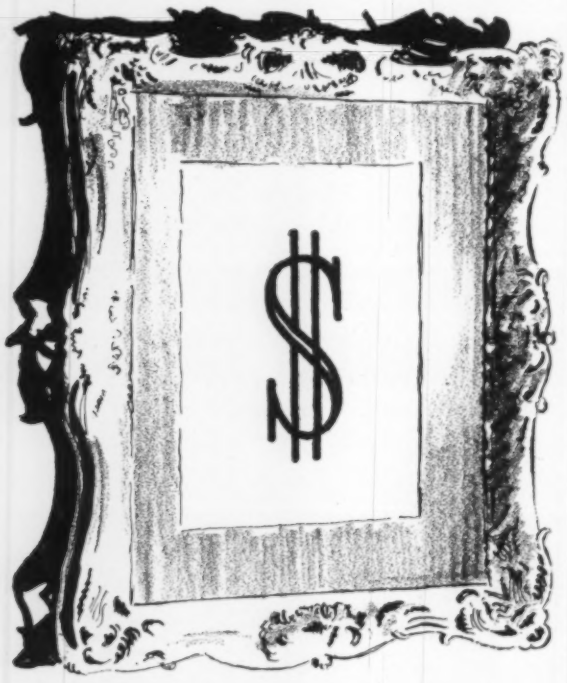
Only one complaint has been lodged with the Committee with reference to radio, he said, and that from a broadcaster who owns two small independent stations. The Committee plans to inquire into sales prices of stations, particularly where fabulous sums have been paid for stations by large corporations. Another phase of the probe will involve complaints that the networks gradually are encroaching upon the independence of small stations.

The newspaper-radio ownership question will be thoroughly studied to ascertain whether joint ownership could create a monopoly of news dissemination, to the detriment of the "little fellow". In the newspaper field the Committee will investigate wire services and the overall handling of news.

Mr. Anderson was general counsel of the Temporary National Economic Committee, headed by Sen. O'Mahoney (D-Wyo.), a few years ago.

Lair Elected V-P

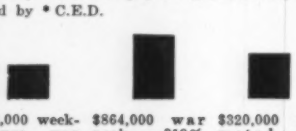
JOHN W. LAIR has been elected vice-president and controller of the American Cable & Radio Corp., an affiliate of AT&T, with which he has been connected for 14 years. Mr. Lair also is a director of Mackay Radio & Tel. Co. and controller of All-America Cables & Radio, Commercial Cable Co., and Cuban All-America Cables, all IT&T affiliates.



BEAUMONT has money to spend NOW! LATER!

FRAME this market on your "Must" advertising calendar, because it's really a lulu. War industries—shipbuilding, synthetic rubber plants, oil, foundries, are steaming ahead. Rice, lumber, tung oil, cattle, food canneries, and shipping round out this 585 billion dollar *effective buying income* market.

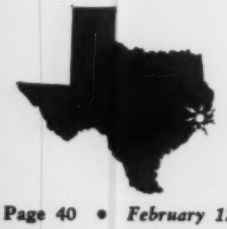
Industry *WEEKLY* payroll in Beaumont, compiled by * C.E.D.



$206,000 weekly pre-war high. $864,000 war peak — 319% increase. $320,000 estimated post war payroll.

* C.E.D. Survey shows stable KFDM market for Post War. Hooper-authenticated audience proves KFDM's standout position in this rich market.

* *Committee for Economic Development.*



KFDM

BEAUMONT, TEXAS

BLUE NETWORK, 560 K.C., 1,000 WATTS

MEANS BUSINESS

SERVING THE "MAGNETIZED SABINE AREA

**Magnetized . . . drawing people and industries from other sections!

REPRESENTED BY TAYLOR-HOWE-SNOWDEN Radio Sales

Fish Make Poor Customers!

History tells us that Demosthenes practiced speaking with a mouthful of pebbles. He would walk back and forth along the sands, making his speech to the ocean.

But when ready, he delivered his famous orations before tremendous crowds, and thus gave to posterity some of the truest masterpieces of oratory the world has ever known.

The point being this . . . if you want to sway people, have a sound message and be sure they're listening.

The story of Demosthenes is the story of radio. No matter how excellent your program, if the public isn't tuned-in to the station you're using...*you're broadcasting to the ocean.*

The Blue Network Outlet

WCBM

Baltimore's Listening Habit

Your sales message broadcast over WCBM, will go directly to the Baltimore market, for listening to WCBM has become a habit in Baltimore.

John Elmer
President

Free & Peters, Inc.
Exclusive National Representatives

George H. Roeder
General Manager

Radio's War Service

SPEAKING over the Union Pacific Railroad Co. program, *Your America*, last week R. C. Cosgrove, president of the Radio Mfrs. Assn. and vice-president and general manager, manufacturing division of the Crosley Corp., Cincinnati, declared that the radio industry has produced more than $4,000,000,000 worth of equipment during 1944. Mr. Cosgrove cited the tremendous contributions made to the war program by American radio, and pointed out that the U. S. alone produces more radio and radar equipment than our Allies and the Axis combined.

Milani Places

LOUIS MILANI FOODS, Chicago, began sponsorship Jan. 31 of six spot announcements weekly on WIL St. Louis, and on Feb. 12 approximately 20 spots weekly on WSUN St. Petersburg; WKAT Miami Beach; WMBR Jacksonville; WFOY St. Augustine. Till forbid contracts were placed by Kalom Adv., Chicago.

NON-LISTLESS listeners, Gregg Donovan (center), NBC central division announcer, and Bill Kephart, (r), chief of announcers, NBC Chicago, hear Lt. Norman Barry, former NBC Chicago announcer, tell of life on a PT boat on his return after 15 months in the Pacific. Lt. Barry, who has been awarded the Bronze Star and the Presidential Citation, is in Chicago on a 30-day leave.

OTHER FELLOW'S VIEWPOINT

DuMont Clarifies

EDITOR BROADCASTING:

I was interested in reading an article by Bill Bailey on page 15 of the Feb. 5 issue of BROADCASTING. In this article he quotes a statement by me commenting on the recent proposed allocations of the FCC and infers that the television manufacturers anticipate operating their sound channel only during the daytime and thereby supply programs to the present FM set owners, giving television a jump on FM.

I believe that if Mr. Bailey realized that the channels previously assigned to FM were from 42 to 50 mc and that there is only one television channel in this band of frequencies, namely, the channel from 44 to 50 mc, it would be only possible to transmit one sound program which would be available to the outstanding FM receivers. Obviously this would be of no particular value to the television industry and also no particular advantage to the owners of the present FM receivers. Incidentally, there is no television station operating at the present time between 44 and 50 mc and it would undoubtedly take a considerable period of time to shift one of the present stations on that frequency.

I am writing this letter because we have enough problems in connection with allocations which are real ones and should be considered, that it is inadvisable to bring up a point which tends to confuse the issue and and has no real substance.

ALLEN B. DU MONT,
Allen B. DuMont Labs. Inc.
Feb. 5.

They Listen

EDITOR BROADCASTING:

Broadcasting is 25 years old. We are telling everyone about it. Yet our own continuity writers and news commentators, judging from most every program they broadcast over our facilities, seem to question whether anyone ever listens to radio. Yes, that's right.

Throughout the day, every day and on any and all stations, you hear them saying, "You read in your paper today, etc." or "You must have seen in your papers, etc." or "You'll read in your papers tomorrow, etc.".

These copy writers and newsmen never figure for a minute people listen to the radio and may have heard on the radio the item referred to. Catch what I mean?

Yes, fellow broadcasters, let's stop this condition right now as a 25th anniversary industry-wide move. Every network and station manager in the nation should issue orders to his staff hereafter to assume when writing copy and comment, that everyone listens to radio and as far as broadcasting knows, no-one *reads*.

It's time we grow up as an industry, time that we admit over our stations that people *hear*.

I'll wager you never read in any paper an announcement saying, "You hear over your radio, etc." So, why not tear this article out and attach it to an order to your staff on the subject. Tell them radio has grown up . . . it is 25 years old and people *listen to radio*, so hereafter admit it in everything they write and broadcast.

W. L. GLEESON,
President, KPRO,
Riverside, Cal.

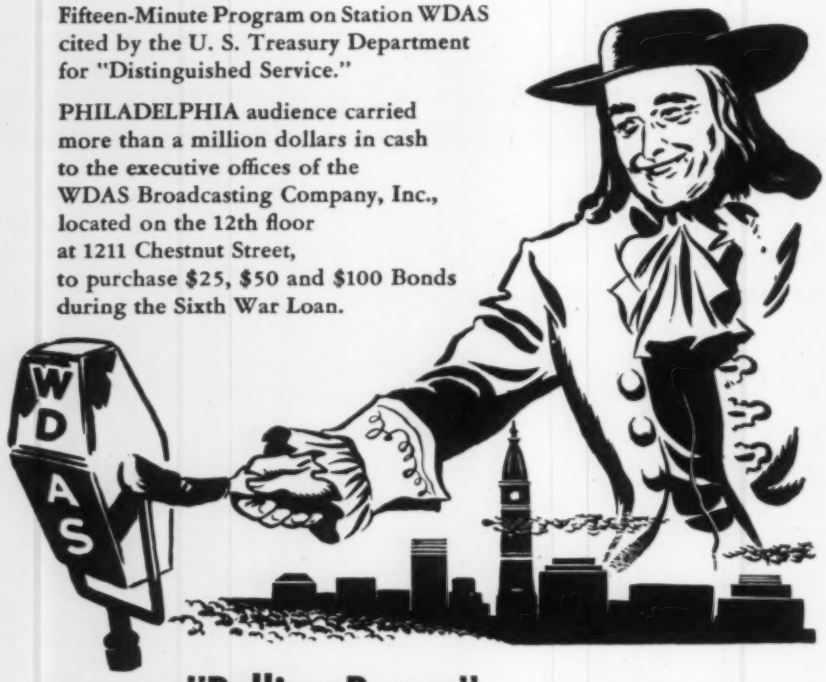
Pulling Power in Philadelphia!

WDAS Pulls War Bond Money

Up 12 Floors to the tune of . . . $1,280,000

Fifteen-Minute Program on Station WDAS cited by the U. S. Treasury Department for "Distinguished Service."

PHILADELPHIA audience carried more than a million dollars in cash to the executive offices of the WDAS Broadcasting Company, Inc., located on the 12th floor at 1211 Chestnut Street, to purchase $25, $50 and $100 Bonds during the Sixth War Loan.



With **"Pulling Power"** like this, it's no wonder that 78 percent of this station's sponsors renew regularly.

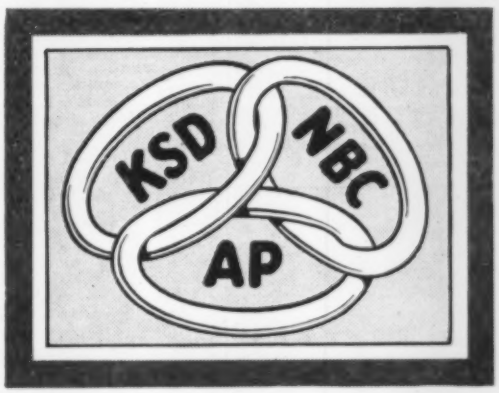
ONE OF THE GREAT STATIONS OF THE NATION

kgw

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

Combinations that -C-L-I-C-K-



FIBBER McGEE and MOLLY

The Squire of Wistful Vista may be at the "bottom" in the accompanying illustration—but his position is quite the contrary in the ratings. Fibber McGee and Molly comprise a typical example of combinations that "click." Another example, of particular interest to advertisers in the St. Louis market, is the combination of KSD-NBC-AP.

KSD is the NBC basic station for St. Louis; it is 225 miles to the nearest other NBC basic outlet • KSD is the only broadcasting station in St. Louis with the full service of the Associated Press — the AP news wires plus the PA radio wire • KSD is recognized throughout its listening area for its high standard of programming and advertising acceptance.

KSD

ST. LOUIS · 550 KC

Owned and Operated by
THE ST. LOUIS POST-DISPATCH

Nationally Represented by
FREE & PETERS, Inc.

Purely PROGRAMS

NEW DRAMATIC series *America Unlimited*, stressing what Chicago can do to save the lives of fighting men and speed the war's end, and emphasizing the parallel between soldiers in battle and workers in war plants started on WGN Chicago Feb. 5 under a unique cooperative arrangement. Time costs for the Monday 9-9:30 p.m. program are assumed by the Tribune Co., WGN produces the show and the following companies pay talent costs: Republic Steel Corp.; Pressed Steel Car Co.; Ingersoll Steel & Disc Division, Borg-Warner Corp.; Aluminum Co. of America; Electro-Motive Division, General Motors Co.; Western Electric Co., and Buda Co. Series was promoted by a full-page multi-color ad in the Feb. 5 *Daily Tribune*.

* * *

Youth Town Meeting

SPONSORED by the San Francisco Recreation Commission, KYA San Francisco has started a Sunday evening *Teen Age Town Meeting* program aimed at giving youth of the city an opportunity to express its views on modern controversial issues concerning youth—especially such as are often settled without preference to opinion of the younger generation.

Rehabilitation

GRAPHIC portrayal of the Army Air Force's rehabilitation program for returned fliers shows how "Johnny Comes Marching Home" in a quarter-hour series under that title on KFWB Hollywood. Written and produced by Capt. John Bogue, Sgt. Hal Levy and Pfc. Ben Norman, series is presented by Santa Ana (Cal.) Army Air Forces Redistribution Center, using servicemen from that base as well as First Motion Picture Unit.

* * *

Recruiting

NEW SERIES of programs entitled *The Girl Behind the Gun*, designed to recruit women as civilian employees for departmental service with the United States Army Service Forces in Washington, is now presented on WNEW New York. Featured in the weekly half-hour musical program at 9 p.m. will be an all-soldier orchestra and a weekly guest star.

Navy Series

THE NAVY pays tribute to the shipyards of the nation in *The Navy Reports*, weekly half-hour program which started on WHN New York Feb. 4, only a few weeks after the special Senate committee investigating the war program brought charges that there was loafing and inefficiency in certain Navy yards. Well-known entertainers, Navy officials, service orchestra and detailed account of how the shipyards are doing their part in the war effort are presented on the series.

* * *

Blue Nurse Aid

TO HELP the American Red Cross in its nurse-recruitment campaign, the Blue Network Feb. 9 broadcast the first in a series of half-hour programs dramatizing the work of nurses who have served overseas. Plans call for direct pick-ups from nurses at overseas posts towards the end of each program.

WKY Servicemen's Aid

A SERIES of 10 consecutive broadcasts was started on WKY Oklahoma City Jan. 29 titled *Women Commandos* under the sponsorship of the Oklahoma Natural Gas Co., designed to assist the woman in the home to learn how she can best help with the adjustment of men returning to civilian life. Julie Bennell, producer of the series, returned recently from Washington where she transcribed interviews with leading military authorities on rehabilitation. At the end of the clinic all interviews will be offered to study clubs in Oklahoma on phonograph records.

* * *

Jobs for Vets

DESIGNED to find positions for returned war veterans, new weekly program titled *Jobs for G.I.'s* has been started on WJW Cleveland by Kronheim Furniture Mfg. Co. Three discharged servicemen each week tell their stories on the program, heard 9:30 p.m. Monday, with job offers telephoned in during the broadcast by interested employers. Series is conducted in cooperation with the War Manpower Commission and the U. S. Employment Service. Lustig Adv. handles the Kronheim account.

* * *

Wounded on WMCA

WOUNDED soldiers who have just arrived by plane from the European area will be interviewed from the wards of the hospital at Mitchel Field, N. Y. in *Air Evacuation Hospital*, weekly quarter-hour program starting on WMCA New York Feb. 19. Series will be produced jointly by the Mitchell Field Army Air Base and the First Airforce, with Pfc. Richard Pack, who formerly handled publicity at WNYC WOR WNEW, conducting the interviews.

* * *

Industrial Relations

TITLED *The Outlook for White Collar Workers*, the initial program of an industrial relations series sponsored Saturday 6:15 p.m. by the Industrial Relations Council of Metropolitan Boston, was started Jan. 13 on WEEI Boston. Series will feature personnel managers of various plants around Boston.

* * *

Safety

CAMPAIGN for traffic safety has been started on WMPS Memphis with the program *The Newspaper of the Air*. Special transcribed announcements also feature safety in traffic, and several special programs are planned throughout 1945.

* * *

WHIO GI Show

FEATURING transcribed interviews with wounded men from the Miami Valley area, a new program titled *Miami Valley Personalities in the War* started Feb. 9 on WHIO Dayton as a weekly quarter-hour series.

YOU BUY

Audience

-NOT POWER-

WITH KTOK

KTOK's audience is constantly and rapidly increasing. Look at the *Listening Index* shown below. Over 876 million dollars effective income are represented in this market of 895,801 people (44% of Oklahoma's population). Our industry is zooming, and it's here to stay. KTOK is a super buy, and at a small expenditure.

JOHN B. KENNEDY

. . . world-famous commentator is now available for sponsorship on KTOK, 1:00 to 1:15 P.M., Mondays through Fridays, over the BLUE Network.

AFFILIATED WITH TAYLOR-HOWE-SNOWDEN Radio Sales

LOOK AT THIS LISTENING INDEX

"LISTENING INDEX"	KTOK	STATION A	STATION B	STATION C
MORNING INDEX MON. THRU FRI. 8:00 A. M. - 12 N.	38.8	39.6	10.4	11.2
AFTERNOON INDEX MON. THRU FRI. 12 N. - 6 P. M.	19.5	52.9	11.6	14.0
EVENING INDEX SUN. THRU SAT. 6 P. M. - 10 P. M.	16.7	50.7	20.3	11.2

BLUE NETWORK STATION — 1400 ON YOUR DIAL — OKLAHOMA NETWORK

ktok

OKLAHOMA CITY

The Most Progressive Station in E-x-p-a-n-d-i-n-g Oklahoma

WING

Dayton, Ohio

Basic Blue WING is DAYTON'S No. 1 Choice of Merchants Using Radio

WEED & CO

Completely Covers the KHQ Vast Inland Empire

Cut and dried and ready for the cleanup. Hops, one of the 200 important crops grown commercially in the Inland Empire, get ready to help swell Spokane Bank Deposits to an all time peak of $247,686,563, an increase of over $25,000,000 since June 30, 1944.

America's No. 2 Market*, too, is "cut and dried and ready for the clean-up"—at the cost of just one medium. KHQ completely blankets the area, giving low cost coverage supplied by no other single medium.

*Per Capita Income, $2,252—second highest in the nation.

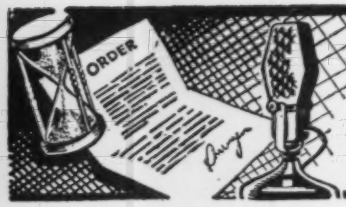
THE ONLY SINGLE MEDIUM COMPLETELY COVERING THE INLAND EMPIRE

Owned and Operated by

LOUIS WASMER, Incorporated

Radio Central Building Spokane, Wash.

National Representatives; EDWARD PETRY & CO., INC.



THE Business OF BROADCASTING

Pabst in Puerto Rico

PABST SALES Co., Chicago (Pabst Blue Ribbon beer), has appointed Irwin Vladimir & Co. of Illinois to handle its foreign advertising. Company will sponsor Casa Cugat, quarter-hour transcribed show three times weekly, on WNEL San Juan, Puerto Rico, effective around Feb. 12. Till forbid contract was placed by the newly appointed agency.

WINN Local Accounts

NEW LOCAL ACCOUNTS on WINN Louisville include 330 spots for Hull-Dobbs, used car dealer; series of 13 Sunday Reverie programs for Carl E. Herbold Funeral Home, and a series of 19 weekly half-hour programs for the Greater Louisville First Federal Savings & Loan Assn.

Hirsch Renews

HIRSCH CLOTHING Co., Chicago, on Feb. 5 renewed sponsorship of Telephone Quiz Monday through Saturday on WGN Chicago. Contract for 52 weeks was placed by Schwimmer & Scott, Chicago.

Grove in Mexico

GROVE LABS., St. Louis, has appointed the Mexican subsidiary of Grant Adv., S.A., to handle advertising. Radio will be used for Grove products on Mexican stations starting this spring.

Wurlitzer Program

RUDOLPH WURLITZER Co., Chicago (institutional), on Feb. 12 only, sponsors Abe Lincoln's Story on 99 MBS stations Mon., 8:30-9 p.m. Agency is Schwimmer & Scott Adv., Chicago.

Five Years Service

DEPT. of Radio, Drake U., Des Moines, marked five years of service to the Des Moines Community and War Chest last week. Drake radio department has been responsible for writing and producing quarter-hour programs with the work of the Community & War Chest for broadcast over a local station. A framed scroll of distinguished service to the community was presented to Edwin G. Barrett, director of the department.

O'Cedar Places

O'CEDAR Corp., Chicago (floor polish), effective Feb. 12 will begin participation Monday and Wednesday on Meet the Missus on CBS Mountain and Pacific network, approximately 21 stations, and spots on about 15 stations in that area. Contract for 52 weeks was placed by Aubrey, Moore & Wallace, Chicago.

WOR Youth Policy

WOR New York is taking steps to eliminate from its juvenile adventure and mystery programs any representation of criminals and supernatural characters as physically disfigured. Move was prompted by a listener who wrote that attempts to educate his children to accept and respect disfigurement of returning war veterans were impeded by frequent radio portrayal of villains as scarred and deformed. Station has memoed all staff producers and scripters to delete further reference to disfigured criminals, and is writing to advertising agencies suggesting that they make similar adjustments wherever necessary in their programs on WOR. Station carries some 11 adventure and mystery shows for juveniles.

Optician Radio Plans

COMMUNITY Opticians, chain of optical service stores with main offices in Boston and New York, has placed advertising in New York and New Jersey with the newly-opened New York office of Ellis Adv., Buffalo and Toronto. First radio contract through the new agency, effective Feb. 4, was for Samuel R. Zack's Labor Arbitration, weekly 57-minute program devoted to settling employer-employe dispates, and for participations in Isabella Beach's "Through a Kitchen Window" go on WMCA New York. Spot radio schedule may be expanded to other stations later. Advertising from Community's Boston office is placed through Commonwealth Adv., house agency.

National Biscuit Meeting

NATIONAL BISCUIT Co., New York, held a series of sales meeting last week for their salesmen of Hartford, Conn. and Cambridge, Mass. to acquaint them with the company's Yankee Network program Nine O'Clock News Promotion plans for the show were outlined by Linus Travers, executive vice-president of Yankee. Nelson Churchill is the news commentator for the program heard Monday, Wednesday and Friday mornings.

AMP Agreements

ASSOCIATED MUSIC PUBLISHERS Inc., New York has signed new licensing agreements with KFFA KCMC WGN WMRN KWNO and has received renewals from KEUB KMPC KWFC WABI WAIR WBBB WCAE WDRC WFBM WHO WIP WKAQ WNOE WOC WSBT WSOC WTCN WTOL.

Plant Moved

FREDERICK HART & Co., New York, 330 W. 52d St. has moved the offices and plant of the Recordgraph Division, manufacturers of film sound recorders, to the company's plant at Poughkeepsie, N. Y. Sales and service offices have been established at 350 Madison Ave., New York.

Tele Quiz

AMERICAN TELEVISION Society conducted a quiz session on video last Thursday at a meeting at the Auditorium of the Museum of Modern Art, New York. David Hale Halpern, chairman of the ATS program committee presided.

KNX Signs J&J

JOHNSON & JOHNSON Co., New Brunswick, N. J. has signed a 52-week contract with KNX Los Angeles for one one-minute announcement and four station breaks weekly. Commercials will be for baby powder.

THANKS
Association National Advertisers

For recognizing agriculture as the "number one" potential post-war market. (*)

Not only is agriculture the "number one" market for post-war years, but . . . it is definitely the nation's best customer for all major products **right now** . . . and especially here in the Northwest!

For the second successive year

NORTH DAKOTA

produced more than a half billion in gross income from its 71,000 farms, or an average of more than $7,250 each.

NORTH DAKOTA produced 94% of the Nation's supply of durum! More than 20% of the barley! One-third of the entire flax crop! Ranking first in flax and barley production; second in all wheat; third in potatoes!

KFYR COVERS THIS RICH AGRICULTURAL MARKET COMPLETELY.

If you want results . . write us or ask any John Blair Man

(*) See November, 1944, issue of Advertiser.

KFYR BISMARCK, N.D. 5000 WATTS 550 KILOCYCLES NBC

Prove It **FIRST:-**

EXCLUSIVE

TEST MARKET
URBAN-RURAL
99% NATIVE BORN WHITE

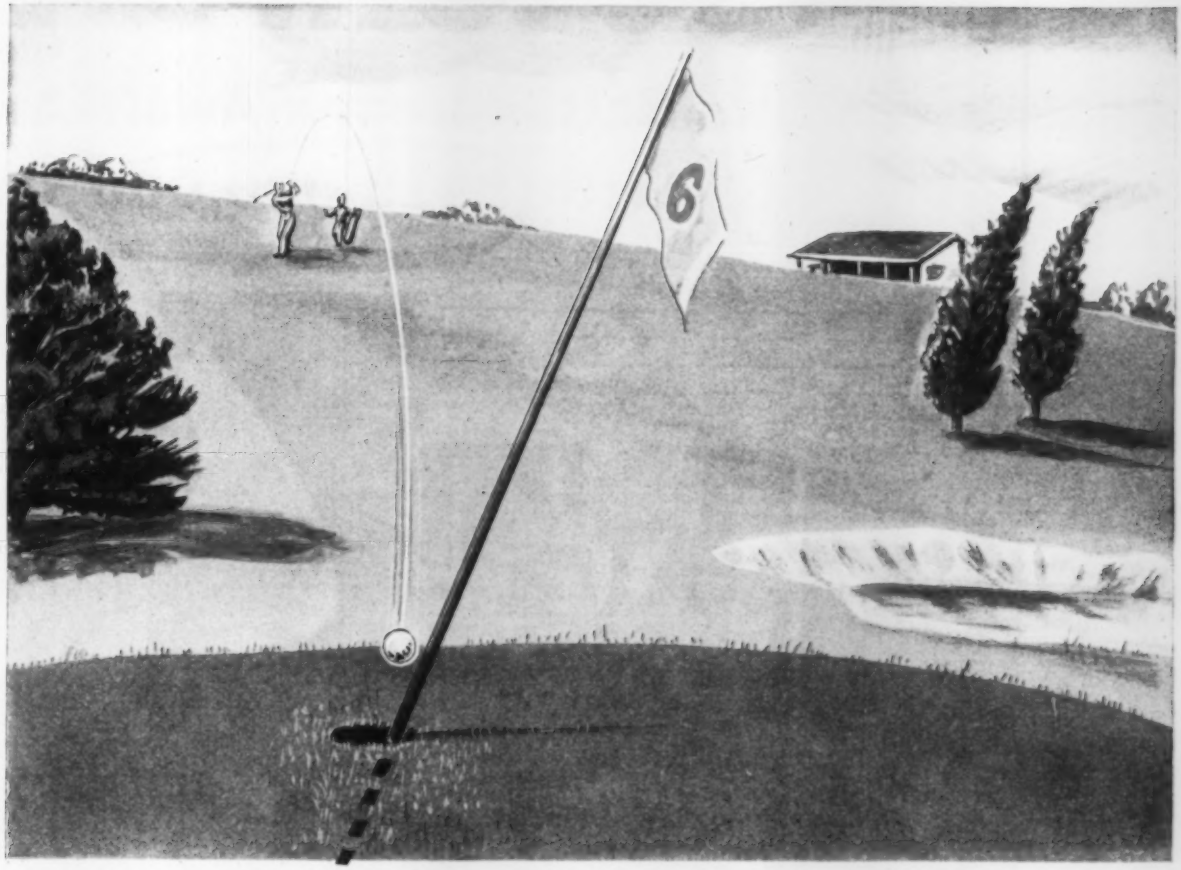
No other Primary Signal is received in our area.

WSLB

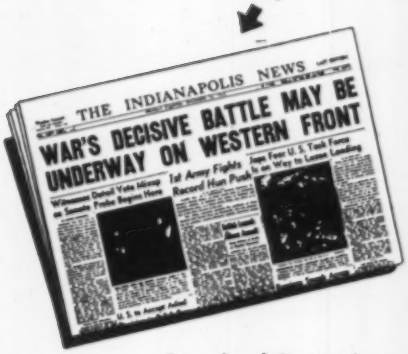
OGDENSBURG, N. Y.
(MUTUAL)

The Walker Co., *Representatives*

PROVE IT FIRST VIA WSLB
AN IDEAL TEST MARKET



DISTANCE AND DIRECTION!


THE INDIANAPOLIS NEWS

WAR'S DECISIVE BATTLE MAY BE UNDERWAY ON WESTERN FRONT

1st Army Fights Record Hun Push

Iwo Fest U. S. Task Force Is on Way to Leyte Landing

Owned and Operated by the INDIANAPOLIS NEWS

Operating on a clear channel, at a lower frequency (1070 Kilocycles) WIBC sends its powerful voice farther, covering a larger potential audience, than any other Indianapolis station. Its programs are directed at the every-day interests of the people in its area.

All of this, plus a well-planned and aggressive merchandising program for its clients make time on this station your best radio investment for Indiana.

Represented Nationally by John Blair & Co.

A MUTUAL STATION

WIBC

INDIANAPOLIS

BULGING BAT

Baltimoreans Await An Oppt
With $419,000,000 Of Savings

THRIFTY BALTIMOREANS SUPPORT MANY BUILDING AND LOAN ASSOCIATIO

The Building and Loan Associations of Baltimore are depositories for savings as well as institutions to help folks own their own homes on easy terms. 63 of these associations, which are members of the Federal Home Loan Bank report an INCREASE in savings accounts of $39,355,000 since 1940. In addition there are some 300 other building associations, not members of the F. H. L. B., all of which act as reservoirs of savings.

ALTIMORE BANKROLLS

Opportunity To Buy Your Product
Savings Accumulated Since 1940

SINCE JAN. 1, 1940 BALTIMOREANS HAVE SAVED:

"E" Bonds . . . $291,000,000
Savings Accounts . 89,029,000
Building Ass'ns. . . 39,355,000

TOTAL $419,384,000

Baltimoreans look toward "reconversion" with anticipation - - not apprehension! For, not only are there 116 different types of peace time industries looking for workers, but thrifty Baltimoreans have built up a backlog of over *419,000,000 dollars* in savings *since 1940!*

Baltimore is a great and growing market - - and for 25 years its growth has outstripped other Eastern seaboard cities.

For today and tomorrow - - it's a great place to invest your advertising dollars. And, of course, Baltimore's great advertising medium is WBAL.

★ **BASIC NBC NETWORK** ★

WBAL means business in Baltimore

WBAL
50,000 WATTS
BALTIMORE
ONE OF AMERICA'S GREAT RADIO STATIONS

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., Inc.

Editorial

In Retrospect

THE RECORDS will show 1944 as another boom year for advertising. All media showed an increase of about 7%. Radio again was in the forefront with a 25% boost.

This happened in the face of paper rationing and restrictions on production in almost all brand lines. But the demand for time and space exceeded expectations.

The '43 figures, published in this issue, can't be regarded as normal. Much of the institutional business will stop after the war. Intrinsic return to the advertiser again will govern. Radio stands to hold most of its gains because a considerable amount of its new business, as reflected in the BROADCASTING *Yearbook* analysis, was virgin business.

In this issue also is a review of the new book *Radio Advertising for Retailers* by Prof. C. H. Sandage. Retail advertising has been the backbone of newspaper volume. It represented less than 10% of radio gross last year. Prof. Sandage's research shows clearly how this volume can be increased.

The job now is still that of winning the war and selling Democracy. But it behooves broadcasters to plan for the tougher selling ahead, when the honeymoon is over. The printed media have been making their plans; many of them are moving into radio.

In their planning broadcasters shouldn't overlook the local field. Longtime local business shouldn't be kicked around for the more glamorous national business. In past depressed periods, the books show the local merchant stuck when almost everything else went to pot.

Seeing Ahead

PLANNING in wartime for normal operations is a tough problem for industry generally. It is particularly difficult in a field as dynamic and susceptible to change as radio.

Members of the FCC and key members of its staff have just returned from an inspection of Army Air Forces communications operations from Washington to Florida and across to the Pacific Coast. Virtually everything they saw is in the highly restricted category.

The FCC now is in the midst of projecting the most comprehensive radio allocations since the art's birth. What that delegation saw and learned about propagation in the higher frequencies should prove invaluable in plotting those allocations, and in cutting the pattern for postwar radio services—broadcast as well as common carrier.

The inspection was significant from another standpoint. There was the rapprochement with the military, with which the FCC had been at swords' points for many months and which flared up repeatedly in the House investigation of the Commission.

In these times, when private enterprise of necessity must deal in the dark, it seems to us highly important to have the agency of Government identified with private communications regulation conversant with the secret military developments in their field.

'This Is Manila . . .'

YOU HEARD it this past week on the air.

You heard it from Royal Arch Gunnison of Mutual, who had been interned by the Japanese at Santo Tomas, later to be repatriated and join the MacArthur forces entering the city.

You heard it from Bert Silen, former manager of Brig. Gen. Romulo's Philippine station, KZRH, and an NBC correspondent. He was liberated by American forces.

America's indomitable spirit sang in the tongue-in-cheek report of Mr. Silen from the beleaguered city. Three years ago, while broadcasting to the United States from Manila, a Jap attack knocked him off the air. Returning last week for the first time since that day to NBC's microphone, he began: "As I was saying when I was so rudely interrupted over three years ago, every Filipino and every American living on these islands knew that MacArthur would return . . ."

"This is Manila"—Feldman of the Blue, Flaherty of NBC, Folster of NBC, Adams of CBS, Gunnison of MBS.

Theirs were the first American voices to be heard from Manila since 8 a.m. (EST) Dec. 30, 1941. That they COULD be heard with such swiftness, even as troops were clearing the city of lingering Japanese, even as buildings ignited by the enemy continued to burn, is a credit to the MacArthur command.

Here, as nowhere this side of Tokyo—not excepting Berlin—was America's story. This was America's city, the first taken by an enemy in over a century. This was a city in which were held, under cruel domination, thousands of American citizens. These were Americans who delivered it.

Gen. MacArthur permitted news of America's triumph to be told. He gets no medal for that, but surely he has won his nation's gratitude.

'Little Flower's' Mike

WE SEE in the daily press that Mayor LaGuardia still is using WNYC, New York's municipally-owned station, as a personal mouthpiece and a party line to the pee-pul. He no longer holds news conferences. He isn't asked any more, he just tells.

The Mayor broadcasts his regular weekly report on Sundays on the affairs of his administration. Usually he is circumspect, but occasionally he prances nimbly along some tightrope of controversy. Are his opponents getting equal opportunity on the air? Is he functioning within the letter and the spirit of the Communications Act?

The law doesn't differentiate between commercial and noncommercial stations. We recall that the stations of such personages as the late Dr. John R. Brinkley, of goat-gland rejuvenation fame, Norman T. Baker, and his "cancer" clinic, and the fiery Rev. Robert P. (Fighting Bob) Shuler, were deleted by the Federal authorities. They used the stations as their personal mouthpieces, not in the broad public interest.

Surely, "Butch" LaGuardia can't be placed in the same category as those ill-starred radio entrepreneurs. But there may be some question as to whether the same regulatory shoe fits.

Our Respects To -

GEORGE RICHARD AGAR RICE

TALLEST Canadian broadcaster is Dick Rice, owner and operator of CFRN Edmonton, president of the Western Assn. of Broadcasters and vice-president of the Canadian Assn. of Broadcasters. Modesty goes with his 6 ft. 3 in., for Dick is the last one to tell you about his work for Canadian broadcasters. But his colleagues expressed their admiration for him in unequivocal language when they re-elected him president of the Western Assn. of Broadcasters for the third time at the WAB meeting at Banff last August.

Born in 1898 in Teddington, Middlesex, England, Dick Rice has been in radio his entire business life, starting in at the age of 15 with the Marconi Co. in England in the offices and later at the factory at Chelmsford, after public and private education. He later attended the National Physical Laboratories of Great Britain and London College. Prior to World War I he joined the Marconi British Admiralty Wireless Service, and served throughout the war with that organization.

He first came to Canada in 1919 for a visit, liked the country well enough to return the following year and start in radio broadcasting in his adopted land. At that time only the Canadian Marconi Company operated broadcasting stations at Toronto and Montreal. But young, enthusiastic, radio-minded Dick Rice set out for western Canada, with all his knowledge of radio and some equipment. In 1922 he opened CJCA Edmonton, for the *Edmonton Journal*, one of the first stations to go on the air in Canada. For 12 years he operated the station, saw radio technique grow, saw his station come up from the first in that part of the country, to one of many. In 1934 Dick decided that he would own his own station, applied for a license and opened up CFRN as a 100 w station. CFRN has grown, is now powered with 1,000 w and has been given permission to go to 5,000. It is the Edmonton outlet for the Canadian Broadcasting Corp., Dominion network.

With a number of other western Canadian broadcasters he formed in 1941 a co-operative representative organization with offices at Toronto and Montreal, Radio Representatives Ltd. As president of the WAB he has played an important part in the past two years in obtaining for western broadcasters power increases allowed by the Havana Treaty on their frequencies. These increases were announced last autumn as a result of representations of the WAB and the CAB, to the CBC and the Radio Branch of the Dept. of Transport.

Dick Rice has become well-known to American broadcasting personalities who have al-

(*Continued on page 64*)

Time To Remember

Now is a good time to remember that no medium moves so fast and changes so much as radio. This is particularly true in the Atlanta market, where the radio picture has been so significantly changed by WAGA's timely programming and aggressive promotion.

Remembering how radio changes, now is a good time to reevaluate your use of radio in this important market, where, during the past two years, WAGA has made more progress than any other Atlanta station.

WAGA

ATLANTA

5000 Watts on 590 Kcs. · Blue Network · Represented by Headley-Reed

Surveys Show

it's kglo

in the "Heartland"

FOR INSTANCE the Robert S. Conlan Survey shows 50% more "Heartland" folks tuned to KGLO for the noonday news than to the next most popular station. What's more for *all* periods, EVERY DAY 52.6% of the audience is tuned to 1300—K G L O. That's a nice slice of potential customers, Mr. Time Buyer, when you remember that there are 293,080 radio homes in the "Heartland."

FREE—A copy of this complete "Study of Listening Habits — Mason City, Iowa Area", will be sent on request. Write KGLO or ask any Weed & Company man.

TEST POSTWAR PLANS ON KGLO

Dip into

THE Pork Barrel MARKET

kglo

5000 Watts 1300 K.C.

MASON CITY, IOWA

F. C. Eighmey, Gen. Mgr.

CBS Affiliate

•

WEED & COMPANY, Rep.

Personal NOTES

GEORGE W. BOLLING, vice-president and general manager of John Blair & Co., Chicago station representative, has been elected a director. He has been with the company 10 years.

SAMUEL WOODWORTH, vice-president and general manager of WFBL Syracuse, has suffered a severe hand injury. While attending his furnace his hand caught in the automatic stoker.

EDGAR KOBAK, MBS president, was guest of honor at a Yankee Network luncheon held at the Algonquin Club, Boston, last Thursday. He gave opening address the preceding evening at a dinner for all members of the New York staff of Mutual at the Town Hall Club in New York.

H. G. KRONENWETTER has been promoted from assistant advertising manager of the radio division of Sylvania Electric Products Inc., New York, to manager of advertising production—radio products, taking over most of the duties of **TERRY P. CUNNINGHAM,** former advertising manager, now with Sylvania's subsidiary Colonial Radio Co. in a merchandising capacity. Mr. Kronenwetter, who divides his time between Emporium, Pa. and New York, has been with Sylvania since 1923.

MILLARD BANKS is now with the Blue Network as administrative assistant to **FRED SMITH,** Blue director of promotion and advertising. For six years he has served as a counsel to advertisers, agencies and publicity firms on copy, layout, planning and ideas. He was at one time account executive of BBDO New York.

GEORGE JASPERT, former manager of WLAW Lawrence, Mass., has joined the Boston Herald-Traveler as executive in charge of radio. The newspaper is an applicant for an FM station.

PHILLIPS CARLIN, MBS vice-president in charge of programs, returns to New York this Wednesday from a three-week tour to gather views of MBS affiliates on network programming.

LT. JOSEPH ZIAS, USNR, associated with the radio law firm of Loucks & Scharfeld, on leave, married Barbara Herche in Washington last Thursday. Lt. Zias is stationed in the Office of the Director of Naval Communications, Washington.

G. F. (Red) BAUER, sales manager of WINN Louisville, has been appointed publicity chairman of the Salesmanagers Council of the Louisville Board of Trade.

R. I. P. CROTTY has been appointed national sales manager of CKWX Vancouver. He has been with the station for three years as sales service manager, coming from CKGB Timmins, Ont., where he was commercial manager.

PHILIP D. REED has been renamed chairman of the board of General Electric Co. and its subsidiary, International General Electric Co. Since his resignation from that post in December 1642 Mr. Reed has been chief of the Mission for Economic Affairs in London with the rank of minister.

R. A. LESLIE, manager of the Toronto office of National Broadcast Sales, is being transferred to the Montreal office about March 1, and will be replaced at Toronto by **R. E. McGUIRE,** formerly of All-Canada Radio Facilities, Toronto.

LT. BARNEY LAVIN, general manager of WDAY Fargo, N. D. on leave in the Marines, arrived in Fargo Feb. 2. He will report to Cherry Point, N. C. Feb. 18.

WALTER R. HUCHINS, who has been hospitalized for 18 months from wounds received in Sicily, has been released by the Army and is now a member of the sales staff of KYW Philadelphia.

ROBERT EWING, assistant supervisor of the Blue central division research department, has been appointed supervisor succeeding **G. A. (Jerry) VERNON,** who on Feb. 15 joins the Blue Chicago national spot and local sales staff.

CHARLES F. PHILLIPS, program and commercial manager of WFBL Syracuse, has been elected a vice-president of Onondaga Radio Broadcasting Corp., station licensee. He has been with WFBL for more than 20 years.

E. L. BRAGDON, trade news editor of NBC, has joined the dept. of information of RCA, New York. Mr. Bragdon previously was radio editor of the New York Sun, a position he had held since 1923.

PATRICIA ANN FOLEY of the New York staff of BROADCASTING magazine, and **JOHN V. RYDEN,** art director, Hill Adv., New York, have announced their engagement.

O. L. Smith Promoted To Director of WNOX

O. L. SMITH, formerly commercial manager of WNOX Knoxville, Tenn. has been named WNOX station director, according to Mortimer C. Watters, vice-president and general manager of Scripps-Howard Radio, which owns and operates WNOX. Mr. Smith came to WNOX from the advertising staff of the *Knoxville News-Sentinel* in 1936 and served as national advertising manager and assistant station director before becoming commercial manager. In his new post Mr. Smith will be in complete charge of the station locally.

Mr. Smith

Mr. Smith, who was made an honorary colonel on the staff of former Gov. Prentice Cooper, is a member of the Kiwanis and Executives Club, the Holston Hills Country Club and the Broadway Baptist Church. Mr. & Mrs. Smith and their two children, Bob, 17 and Nancy Lynn, 12, live in Holston Hills.

DELL CROSBY, former freelance writer and producer, has joined the sales department of WLIB Brooklyn. Prior to his freelance work which included assignments from the War Adv. Council for Army, Navy and Red Cross programs Mr. Crosby was station manager of KPHO Phoenix and WWL New Orleans.

RUSSELL BROOKS RENNAKER has been named sales engineer of broadcast equipment of Federal Telephone & Radio Corp., Newark, associate of International Telephone & Telegraph Corp. Mr. Rennaker joined CBS Chicago in 1937 and a year later transferred to Washington to serve on the network's special events staff. Returning to Chicago in 1942, he joined Mutual as a member of the WGN Chicago staff, a post retained until his present appointment to Federal. In 1940 Mr. Rennaker was national president of the Assn. of Broadcast Technicians

SAMUEL H. CUFF, general manager of WABD, DuMont New York television station, is conducting a course at New York U. on the "Technique of Television". Course includes both laboratory and lecture work.

G. W. N. RIDDLE, formerly in the market research department of GE and prior to that on the staff of the chairman of the board of GE for 14 years, has been made responsible for media in the advertising of GE's apparatus department.

"SURE, WE'RE ALWAYS AFTER NEW BUSINESS—BUT THIS IS RIDICULOUS!"

KSOO SIOUX FALLS, SO. DAKOTA

1140 K C — 5000 WATTS

National Representatives

HOWARD H. WILSON CO.

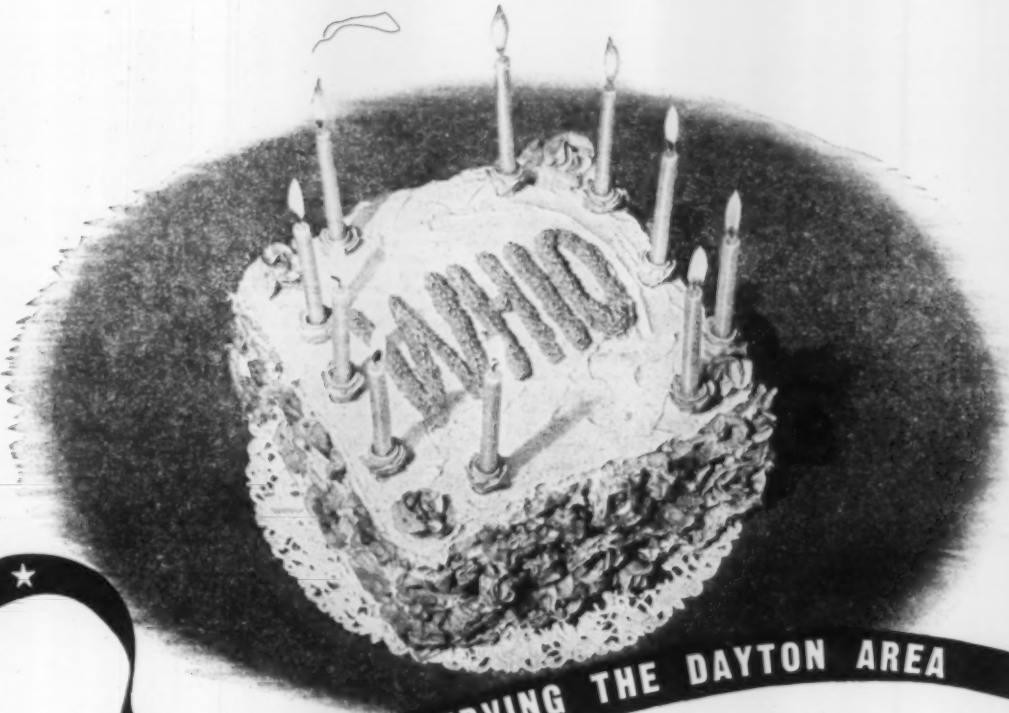
NBC

ROME MELTS MORE IRON ORE THAN ANY OTHER CITY IN GEORGIA.

WRGA

Rome, Georgia

MUTUAL



10 YEARS SERVING THE DAYTON AREA

IT'S *Our* BIRTHDAY...BUT *you* GET THE PRESENTS

WHIO of Dayton, one of the first of the Cox Radio Stations, is ten years old this month. Not a long period of time in some fields of endeavor, but it spans almost half the entire history of commercial broadcasting. Through all the years the management of WHIO has held fast to the ideals of service which characterized the station's opening in February, 1935.

We invite you to celebrate with us by making these birthday packages yours:

• Dayton's largest listening audience for your sales message. "In Dayton, it's WHIO."

• Coverage of the $100 Million farm market surrounding and supplementing the Dayton market.

• Business getting coverage of prosperous Dayton & Miami Valley, one of the key production centers of the nation.

• Programs designed to keep WHIO "Dayton's Favorite Station." News: UP, INS, PA, plus CBS' best.

1290 on your dial

WHIO

G. P. Hollingbery Company, Representatives
H. S. Cummings, Southeastern Representative

first

WITH A WOMAN'S PROGRAM THAT HAS GENERAL APPEAL...

Nancy Osgood

Good cook or sportswoman . . young mother or spinster . . Nancy's daily program holds them all. And even men!

BUT, THIS IS THE *USUAL* STORY FOR WRC, *FIRST* CONTINUOUSLY SINCE 1923 . . . . . .

WRC

REPRESENTED BY NBC SPOT SALES

Washington

Mulbern Joins Blue

NEIL MULBERN, for eight years account executive in CBS Detroit office has joined the Blue Network as its Detroit salesman, following transfer of John Donohue from Detroit district manager of the Blue to eastern sales manager, with headquarters in New York [BROADCASTING, Jan. 29]. Operations of the Detroit office continue under the jurisdiction of Mr. Donohue in his new capacity. Prior to joining CBS, Mr. Mulbern served on the sales staff of *Liberty;* as account executive of Young & Rubicam and with Reo Motor Co. for seven years as manager at Houston and as Detroit manager. Joseph R. Spadea is now CBS sales department representative in Detroit [BROADCASTING, Jan. 22].

Walter F. Cahir

WALTER F. CAHIR, 55, treasurer and assistant secretary of Federal Telephone & Radio Corp., Newark, died Feb. 1 in Doctors Hospital, New York, following a long illness. Mr. Cahir was born in Cambridge, Mass. and attended Cambridge Latin School. He received his B.A. degree from Harvard in 1914 and Ph.D. degree from Catholic U. in 1917. In 1920 he joined International Telephone & Telegraph Co. and later transferred to Federal Telephone & Radio in 1942 upon the formation of that associate company. He is survived by a brother and a sister.

Flynn Promoted

MAJ. EDWARD J. FLYNN, technical information officer, Information & Education Division, Army Service Forces, has recently been promoted to that rank. Before entering the service Maj. Flynn was sales representative of WEW St. Louis, news editor of KOCY Oklahoma City, sales representative for E. Katz Agency, New York and Detroit, and he helped set up WCAR Pontiac, Mich., when that station began operations. He handles technical information for the Armed Forces Radio Service, Army News Service, *Yank* and *Stars & Stripes.*

Loraine G. Gainor

LORAINE G. GAINOR, commercial representative of WMMN Fairmont, W. Va. since the station was established 17 years ago, died of a heart attack Jan. 31. In his early days with the station. Mr. Gainor and his wife sang hymns as a sustainer for a number of years.

Lt. Harry F. Folsom

LT. (j.g.) HARRY F. FOLSOM, vice-president in charge of the RCA Victor division, Camden, N. J. scheduled to return to the South Pacific war theatre, recently was killed in a plane crash near Jacksonville, Fla.

William Sharples

WILLIAM SHARPLES, 58, one of the early West Coast actor-producers, following a two-year illness, died in Los Angeles on Jan. 29. He was best known for program, *Bill Sharples and His Gang* on KNX Hollywood. Surviving are his widow, Bertha Sharples, and daughter, Joan.

BEHIND the MIKE

LOREN L. WATSON Jr., radio sports editor of United Press, is the father of a boy, Loren L. Watson III, born Feb. 1 at New York Hospital, New York, making a grandfather of **LOREN L. WATSON**, president of Spot Sales, station representative firm.

PVT. ROBERT W. ROBERTS, former announcer of KYW Philadelphia, known on the air as Bob Warren, is now a news announcer with the American Forces Network in Britain.

ART LEWIS, formerly with WOWO Fort Wayne, is an announcer with WHA, U. of Wisconsin station, while working for degree at the university.

BILL JOYCE, member of the NBC program department, will join the Blue Network central division as producer-director.

LOUISE LOPEN, supervisor of the Blue central division guest relations department, will leave for Los Angeles to be married to Bos'n Mate 2/c Maynard B. Standley of the Seabees on Feb. 15.

TOMMY SCOTT has been appointed musical director of **KARK** Little Rock, Ark.

TOM CAFFERTY, WGN Chicago staff announcer, is the father of a boy.

NANCY HUDSPETH of the WINN Louisville continuity department and **DICK RUSSELL**, WINN engineer, have announced their engagement.

FRANK LEE has been promoted from chief announcer to program director of WMMN Fairmont, W. Va. He will continue as sports director and special events announcer for the station. **JAMES LOWTHER**, formerly with WJLS Beckley, W. Va., is a new member of the WMMN announcing staff.

REX DAVIS, news editor-in-chief of WCKY Cincinnati, has been named chief announcer of the station.

JACK WILSON, writer of comedy shows for WLW Cincinnati, resigned Feb. 5 to join the script division of NBC.

JAMES CLARK, formerly with KSL Salt Lake City and KFPY Spokane, is now a member of the announcing staff of KIRO Seattle.

HILLIARD GATES, sports editor of WOWO Ft. Wayne, has assumed additional duties as public service director of the station.

LOUIS KAISER, released from the Army with the rank of captain, is now night supervisor of WFBL Syracuse. Prior to entering the Army, he was with WBEN Buffalo.

CARL BAILEY, announcer of KPAS Pasadena, Cal., is father of a boy.

BILL HILL, formerly with KFMB San Diego, has joined the announcing staff of **KARK** Little Rock. **EARL LEWIS** Jr., formerly with WBYN Brooklyn and WHIT New Bern, N. C. is now with **KARK**. **JOHN ADAMS**, former newscaster for Mutual and NBC, is a new member of the KARK news department.

Wismer Honored

HARRY WISMER, Blue Netwo sports director and commentator Chicago, last Saturday receiv from *Esquire* magazine an awa as "Outstanding Sportscaster 1944" on his weekly sports round program on the Blue. Selecti was based on an *Esquire* poll more than 1,000 sports editors a sportscasters.

LENN CURLEY, chief announcer KYA San Francisco, has joined the S. Maritime Service. His successor **VERNE LAUDEN**, senior member of station's announcing staff.

ED NELSON, formerly of KWKH KTBS Shreveport, has joined KYA S Francisco as announcer.

NANCY FLORSHEIM, new to radio, joined the publicity department WBBM Chicago.

MILLICENT BROWER, who conduc several programs on WGYN New Yo the Muzak FM station, has been nam assistant program director.

MARGARET GARDNER, who lately been working on general magazine a syndicate contacts in the Mutual pr department, has assumed full respo sibility for this service, with the d parture of **BLANCHE WOLFF**, v leaves to marry **ALEX LEVENTH** Miss Gardner will be assisted by **ELAI NEWLIN**. She continues to handle sco trade press contacts. **GIL BABBIT**, three years publicity and promoti director of WCAU Philadelphia, j joined the network's press departme to work on exploitation. He was fo merly on the editorial staffs of th Philadelphia Record and the Philad phia Inquirer.

FOSTER WILLIAMS has joined WP Paterson, N. J. as announcer. **PET ARNELL**, former program director WJLS Beckley, W. Va., and WFP Philadelphia, also has joined WPAT.

ROBERT NEVINS, formerly with th department of public speaking, C College of New York, has joined th announcing staff of WQXR New Yo

SHIRLEY HORTON, after an absen of approximately three years, has re joined the publicity department Don Lee Broadcasting System, Holl wood, as assistant manager. She re places **PAULINE SZANNE**, resigned.

ALBERT ULRICH, head of NBC weste division continuity department, has re signed that post to return to the ne work's production staff. **DON HONRATH** for two years continuity acceptance a sistant, will assume Mr. Ulrich's fo mer duties.

WILLIAM F. BROOKS, NBC director news and special events, has arrive in Paris on the first part of a tour t lay the groundwork for postwar new coverage in Europe.

NEW continuity editor of WC Washington is JoAn Arnold, and n John Arnold as incorrectly reporte in BROADCASTING Feb. 5. Miss Arnol was formerly assistant to Mae Griffi who was named traffic manager.

A BLUE NETWORK AFFILIATE

ZOOM

GO YOUR SALES WHEN ADVERTISED BY

K M M J

GRAND ISLAND, NEBRASKA

HEADLEY-REED COMPANY • REPRESENTATIVES

Allen Roth

American musical favorite . . . signs new 3-year contract with *Thesaurus*

It's a pleasure to us . . . and welcome news to our subscribers, that Allen Roth has just signed a new 3-year contract . . . making this superbly versatile musical organization available *exclusively* to stations subscribing to NBC THESAURUS.

The Allen Roth Symphony of Melody has long been established as an integral part of THESAURUS. There's hardly a subscriber who hasn't expressed the opinion . . . Allen Roth is one of the most valuable program assets our station possesses. And as further proof of this our records show that The Symphony of Melody has been sponsored by hundreds of local and regional advertisers of all types.

Tremendous Musical Scope is an outstanding characteristic of Allen Roth's Symphony of Melody. Roth plays everything from boogie woogie to opera, but it's all put into the distinctive Roth musical framework.

An Air of Elegance and Finesse surrounds every Roth arrangement. Whether it's the low-down rhythm of *St. Louis Blues* or the polite pizzicato of the *Minuet in G*, tonal color is skillfully woven through the musical fabric, giving each selection by Allen Roth an unmistakable and exclusive personality.

Over 300 Selections by the Allen Roth program organization include rousing production numbers, instrumental novelties, danceable pop arrangements, the Roth mixed chorus, male chorus and soloists . . . evidence of the THESAURUS policy of "enough selections by every performer to make programming worthwhile." Half-hour, 3-a-week scripts for *The Symphony of Melody* are furnished to each THESAURUS subscriber to allow the most comprehensive use of the Roth program material.

We will be glad to give you further evidence that THESAURUS *is America's Number 1 Musical Program Service . . . recorded* especially *for radio.*

National Broadcasting Co.

NBC RADIO-RECORDING DIVISION

AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

A Service of Radio Corporation of America

RCA Bldg., Radio City, New York, N. Y. . . . Merchandise Mart, Chicago, Ill.
Trans-Lux Bldg., Washington, D. C. . . . Sunset and Vine, Hollywood, Calif.

WINN

LOUISVILLE

Basic Blue Network

Represented by
PEGGY STONE, New York
GEORGE ROESLER, Chicago
HOMER GRIFFITH COMPANY
Hollywood & San Francisco

HARRY McTIGUE
General Manager

Agencies

EARLL W. CLEMENTS, vice-president with Campbell-Ewald, Chicago, on Feb. 1 joined Campbell-Mithun, Chicago, as a vice-president.

HUGH KING head of the story department of Republic Productions Inc. and former associate of Myron Selznick Inc., Hollywood talent service, has re-joined the newly merged Selznick-Saphier & Co. Erline Tannen has been named his executive assistant.

MURRAY KNIGHT, radio traffic manager of J. Walter Thompson Co., Chicago, and Robert Carter, freelance announcer, were married Jan. 26 in the audition room of WBBM Chicago. Arrangements were made by Leslie Atlass, owner of the station.

EDWARD HUMPHREY, former news editor of WAIT Chicago and at one time program manager of WIND and WJJD Chicago, has joined the Sydney S. Lovett Co., Chicago, as radio director.

CARL PITTELKOW, formerly with Campbell-Ewald Co., and McManus, John & Adams, Detroit, has joined J. M. Mathes Inc., New York, as account executive.

RICHARD COMPTON, president of Compton Adv., New York, again has been appointed chairman of corporate gifts of advertising agencies for the Red Cross War Fund. Sherman K. Ellis, president and treasurer of Sherman K. Ellis & Co., New York, is in charge of employes' contributions for the agencies, according to Thomas L. L. Ryan, president of Pedlar & Ryan, New York, chairman of the 35 committees which comprise section No. 5, the Graphic Arts Committee of the Red Cross.

J. C. NICHOLS, former advertising manager of Henry Morgan & Co., Montreal department store, has joined Harry E. Foster Agencies, as manager of the Montreal office.

DOUGLAS R. OLIVER, former director of the Ontario Government Travel & Publicity Bureau, Toronto, has joined Spitzer & Mills, Toronto.

HAROLD KAYE, former radio director of the Joseph Katz Co., Baltimore, has joined Olian Adv. Co., St. Louis, in the same capacity.

RALPH E. DECASTRO, former account executive of Ruthrauff & Ryan, New York, has joined MacFarland, Aveyard & Co. as copy director of the New York office.

ALLEY & RICHARDS Co., Boston, has taken over the accounts formerly serviced by Glaser Adv., Boston, and the agency has been dissolved. Lt. Col. Louis Glaser, president, is now serving overseas.

HAL HACKETT, head of the radio division of Music Corp. of America, New York, left last Friday for a six-week stay in Hollywood. Mr. Hackett, who divides his time between New York and the West Coast, will make his headquarters in Hollywood, although the radio division remains in New York.

JANE DALY has been named timebuyer for Earle Ludgin & Co., Chicago.

STANLEY G. OPPENHEIM, formerly with the WPB and the WMC, has returned to private industry, joining John Falkner Arndt & Co., Philadelphia agency. Prior to his Government service, Mr. Oppenheim was with McGraw-Hill Pub. Co.

HAROLD A. HIGGINS, formerly of BBDO San Francisco, has joined Ruthrauff & Ryan, San Francisco, as production manager. Ray Mount Rogers, formerly of Foote, Cone & Belding, has been added to the staff as account executive.

ELLIOTT BOGART, formerly of Foote, Cone & Belding, San Francisco, has joined Brisacher, Van Norden & Staff, Los Angeles, as account executive. Pat Flynn, formerly on the promotion and advertising staff of Better Homes & Gardens, has joined the Los Angeles agency's creative staff.

ARTHUR MEYEROFF, owner of Arthur Meyerhoff Adv. Agency, Chicago, on Jan. 27 married Elaine Kendel, formerly with the agency.

RAYMOND F. SMYTHE, president of Smythe-Carlisle advertising agency until 1941 and recently returned from a civilian public relations post with the Army, has joined Bozell & Jacobs, Chicago, as account executive.

LT. JOHN D. ANDERSON, USNR, has rejoined J. M. Mathes Inc., New York, as account executive.

FOOTE WOULD CUT FEES FOR TALENT

REDUCING talent cost of radio advertising and adapting radio skills to the new medium of television are the two foremost postwar problems in the advertising agency business, declared Emerson Foote, president of Foote, Cone & Belding, in an address before the annual meeting of the Central Regional Council, AAAA Feb. 1 at the Lake Shore Club, Chicago.

Mr. Foote

Mr. Foote pointed out that talent costs have ballooned, "because neither advertiser nor agency has been vigilant enough to keep excessive costs from creeping into talent expenditures. Talent agencies have gotten around to charging overall commissions on so-called package shows, and we come along and put a commission on top of that."

He explained that he did not blame the talent agencies, but that agencies have "let them do our work and in other cases we have let them get payment for work they do not do." He declared that if the exorbitant prices paid radio stars are not curtailed, total cost of radio advertising will rise to such an extent that radio will not be the low-cost, profitable medium it has been.

In discussing television he said, "The problem of converting our radio talents to television production is one we must all be at work on now, and increasingly so in later years. As was the case with radio, great rewards will come to the agencies which most soundly handle the problems and opportunities presented by television."

John Young

JOHN YOUNG, 60, formerly head of his own Los Angeles agency, died Feb. 2 following a long illness, at his home in Hollywood. Mr. Young retired from active agency business several years ago as result of a heart ailment. Mrs. Young is on the daily *Norma Young's Happy Homes* on KHJ Hollywood.

Cornish Joins MBS

WILLIAM A. CORNISH, former asistant radio director of J. M. Mathes Inc., New York, has joined Mutual as assistant commercial program manager, a new post. He will work with Bob Novak, who became commercial program manager six months ago when the office was created. Mr. Cornish, before joining Mathes, served in sales service in the radio department of the William Morris Agency, New York.

AAAA Meet Canceled

ANNUAL meeting of the American Assn. of Advertising Agencies, scheduled for April 19, has been canceled in compliance with the ODT ban on conventions. This is the first time since its founding in 1917 that the association's annual meeting has been called off. Election of officers and other necessary business will be conducted by mail.

RAYMOND GRAM SWING has been sold on WJZ

BUT

YOU CAN STILL BUY these 3 great cooperative NEWS PROGRAMS

JOHN B. KENNEDY
Under $1000 a week
(3-A-WEEK, 13 WEEK BASIS)

BAUKHAGE TALKING
Under $1400 a week
(5-A-WEEK, 13 WEEK BASIS)

MARTIN AGRONSKY
Under $1100 a week
(5-A-WEEK, 13 WEEK BASIS)

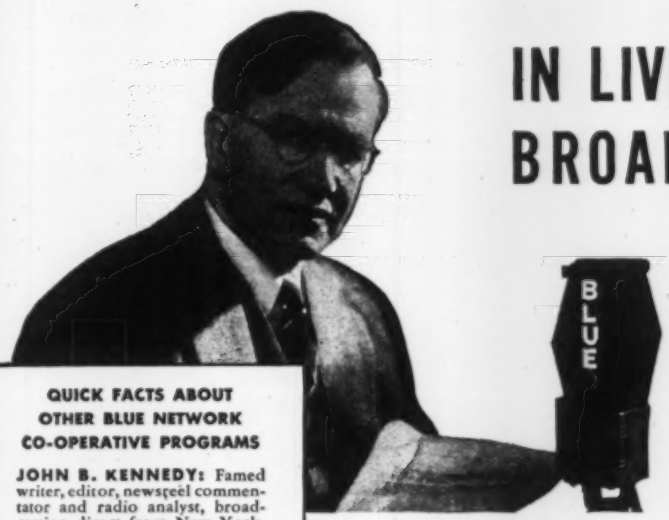
PRICE INCLUDES TIME AND TALENT

ON WJZ

HALF-A-MILLION BUSINESSMEN WILL READ THIS
BLUE COOPERATIVE PROGRAM ADVERTISEMENT IN:

Women's Wear Daily
Men's Wear
Retailing Home Furnishings
The Jewelers' Circular-Keystone
Chain Store Age (Druggists)
Chain Store Age (Grocers)
Modern Brewery Age
Bakers' Weekly
Bakers' Helper
National Carbonator & Bottler
The Milk Dealer
Ice Cream Review
Radio Daily
Broadcasting
N. A. I. Tire Dealers

NOW...You can sponsor RAYMOND GRAM SWING IN LIVE LOCAL BROADCASTS



You pay only for your own area when this world-famous news analyst broadcasts from Washington!

QUICK FACTS ABOUT OTHER BLUE NETWORK CO-OPERATIVE PROGRAMS

JOHN B. KENNEDY: Famed writer, editor, newsreel commentator and radio analyst, broadcasting direct from New York. Early afternoon, Monday through Friday, 15 minutes.

CORRESPONDENTS AROUND THE WORLD: Direct from all the history-making hot spots of the globe, fourteen Blue Network correspondents bring the news right from where it's happening! Available mornings, Sunday through Friday, 15 minutes.

BAUKHAGE TALKING: Direct from Washington. Baukhage gets his news from men who make it —the White House, Cabinet Members, Congressional leaders. Midday, Monday through Friday, 15 minutes.

MARTIN AGRONSKY: Direct from Washington. Famous News Analyst, who has broadcast from all over the world. Early morning, Monday through Saturday, 15 minutes.

KIERNAN'S NEWS CORNER: Direct from New York. One of the outstanding human interest reporters of our time. Monday through Friday, early evening, 15 minutes. Available East only.

THE MYSTERY CHEF: Direct from New York. Largest audience of any cooking expert. Daytime, Monday—Friday, 15 minutes.

DICK TRACY: Famous juvenile adventure series. Late afternoon. Monday through Friday, 15 minutes.

LONG considered by millions of people as the most authoritative voice on the air, Raymond Gram Swing has again been selected by 600 radio editors as *Best News Commentator* of the year!

This world-famous Blue Network news analyst is now moving to a popular early-evening period. And this important program—at a new and better time—five nights a week—can now help sell *your* products through local live broadcasts *right in your home territory!*

Here's how it works . . . Swing's forthright, challenging commentary goes out over the network from Washington—and *your own* local Blue Station announcer gives *your* commercials during the broadcast, identifying the program as *yours!* Think of the added prestige, the greater sales-appeal of your message when it is linked with the authoritative commentary of Raymond Gram Swing! Yet the cost is low, because you pay only for *your own* area—*your own* share of this Blue Network Co-operative Program!

Here's a really great opportunity to sponsor a program that will *sell* for you! Ask any Blue Network Station for all information, or contact the Cooperative Program Division of

The Blue Network
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

AMERICAN BROADCASTING COMPANY, INC.

KANSAS CITY IS A KOZY MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in
the Kansas City Area

Ask for Rate Card 3

Radio Advertisers

CELANESE Corp. of America, New York, has started participation in the combined Housewives Protective League and Sunrise Salute programs on KNX Los Angeles. Contract calls for alternating weekday participation on both shows and Saturday participation on Sunrise Salute only.

SUN SHIPBUILDING Co., Chester, Pa., one of the largest industrial users of Philadelphia radio, on Feb. 11 started sponsorship on WFIL of This Week in Philadelphia, weekly half-hour round-up and review news program heard Sunday 4 p.m. Contract is for 26 weeks. This is the company's fourth program on WFIL.

JOSEPH TRINER CORP., Chicago (Bitter wine tonic), will begin sponsorship Feb. 15 of one-minute spots in English and foreign languages. Czech, Polish, Slovak, Serbian and Ukranian, on the following stations: WDAS WTEL WWSW WADC WMBS WBRE WJPA WARM WAZL WGES WCED WLEU WJOB WHFC WSBC WEMP. Contract for 13 weeks was placed by Bozell & Jacobs, Chicago.

ATLANTIC BREWING Co., Chicago (Tavern beer), on WMAQ Chicago Feb. 5 renewed Just for Fun featuring Barbara Marshall and the Art Van Damme Quartet. Contract is for 13 weeks placed through Campbell-Mithun, Chicago.

WEATHER-SEAL Inc., Cleveland (combination storm windows and doors), has appointed Meldrum & Fewsmith, Cleveland, as agency. Radio plans are said to be considered.

ORCHID-OF-HOLLYWOOD, Hollywood (desserts), has appointed Raymond R. Morgan Co., Hollywood, to handle its advertising. Radio will be used along with other media.

JAMES F. PEDDER and Ellsworth Gilbert have been appointed advertising manager and sales promotion manager respectively of the Frigidaire Division of General Motors Corp., Dayton. The new departments encompass the functions and responsibilities of four former departments in that division. Mr. Pedder was formerly advertising and promotion manager of the Frigidaire appliance division and Mr. Gilbert was formerly sales training manager of the appliance division.

UNION Pharmaceutical Co., Bloomfield, N. J. has reappointed Marschalk & Pratt Co., New York, Feb. 22 to handle advertising for Saraka, a laxative. Radio was used some years ago when M&P originally serviced the account, and has since been used from time to time through other agencies. Media plans have not been made.

PROCTER & GAMBLE Co., Cincinnati, has acquired the patents, trademarks and goodwill of Spic & Span Products Co., Saginaw, Mich., manufacturer of cleaner for painted walls and surfaces.

CALIFORNIA Liquid Fertilizer Co., Pasadena, Cal., has started twice-weekly participation in Norma Young's Happy Homes on KHJ Hollywood. Contract which started Jan. 22 is for 13 weeks. Agency is Western Adv., Los Angeles.

CASE-SWAYNE PACKING Co., Santa Ana, Cal. (C & S products), has appointed Garfield & Guild Adv., Los Angeles, to handle advertising. Radio is considered.

MONTGOMERY WARD & Co., Chicago, started sponsorship Feb. 4 of quarter hour Music by Fulton featuring favorite ballads sung by Jack Fulton, Sunday 12:30-45 p.m. on WBBM Chicago. Contract for 10 weeks was placed by Foote, Cone & Belding, Chicago.

LOFTS Inc., Long Island City (candy manufacturer) is in the fifth week of an employe-recruiting campaign of live announcements on WNEW WINS WWRL WLIB New York. Agency is Al Paul Lefton Co., New York.

MONEAU Corp., New York, perfume manufacturer, on Jan. 23 started a 26-week series of four-weekly five-minute news programs on WQXR New York. Agency is Dorland International-Pettingell & Fenton, New York.

Swing Sponsor on WFI Is Philadelphia Stor

ADDING to department store r dio advertising, Gimbel Bros., Ph adelphia, owner of WIP, Philad phia Mutual outlet, last w signed a 52 week non-cancella contract for Raymond Swing ne commentaries daily over WF Philadelphia. Gimbel's also runs heavy spot announcement sched on its own station. Swing is spo sored in Washington by Hech department store on WMAL.

Promotion campaign for the pr gram is aimed at both the gener public and store employees. Lar photographs of Mr. Swing are the windows of the store usual devoted to the men's departme which is the section the comment ries will advertise. Store also using newspaper advertising, co ter cards, cards in elevators, pac age enclosures, articles in its hou organ and employe contacts.

COMMONWEALTH EDISON Co., C cago, is sponsoring five-minute f weekly Chicago News featuring Pa Brentson, for 52 weeks on WBBM C cago. Agency is Foote, Cone & Beldi Chicago.

NELSON Bros., Chicago, on Feb. for five weeks started sponsorship Your Income Tax featuring Edmu Horgan, chief office deputy, Collect of Internal Revenue, on WBBM Chica Program is heard Wednesday. Agen is George H. Hartman Co., Chicago.

FIXACO Co., St. Louis (Fixaco thro lozenges), has appointed the Anfeng Adv. Agency, St. Louis, to handle h advertising campaign.

BELL TELEPHONE Co. of Canada, Mo treal (classified section) has started m minute transcribed spot announcemen 15 times weekly on 17 Ontario and Qu bec stations. Account was placed b Spitzer & Mills, Montreal.

J. B. WILLIAMS Co. (Canada) Montre (Glider shave cream), has renewed f one year Williams One Minute Repor er five-times weekly on 14 Canadia stations. Account was placed by J. Wa ter Thompson Co., Montreal.

PERFECT CIRCLE Co., Toronto (pist rings), on March 19 starts daily news casts on CKEY Toronto and daily spo announcements on 15 Canadian st tions. Account was placed by McConne Eastman Co., Toronto.

LIBBY, McNEILL & LIBBY of Canad Chatham, Ont. (canned foods), has r newed for a year Pierre et Pierrette o CKAC Montreal, and CHRC Quebe 4 times weekly. Account was placed b McConnell, Eastman Co., Toronto.

STAFFORD-MILLER of Canada, T ronto (Allenru), has started test ea morning newscasts six times weekly o CKEY Toronto. Account was placed b McKim's Ltd., Toronto.

A. J. DUBOIS, former manager of th merchandising department of Young Rubicam, New York, has been appoint ed vice-president in charge of sales o the Petri Wine Co., San Francisco.

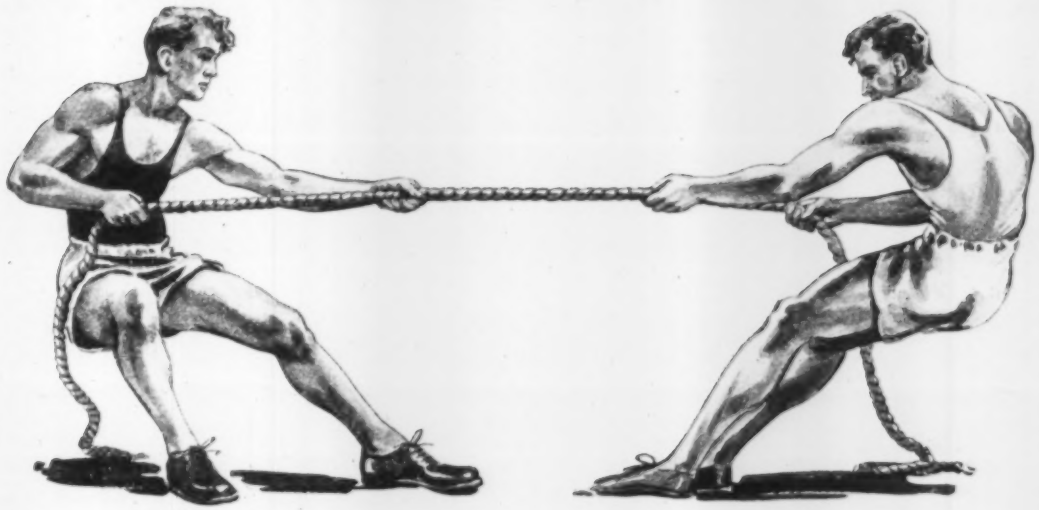
This is our new address, thought we, when Hooper hit our recipe program with a lowly 1.7 rating. But proof of putting a message across is not always in the *size* of the audience, for this same show lures 500 women a day, *in person*, to the sponsor's store, to ask for reprints of the recipes.

Moral: *when it comes to attracting a special-interest group, especially on the distaff side, WSAI cooks with the Blue flame.*

WSAI
A MARSHALL FIELD STATION
CINCINNATI 2, OHIO

No. 1 Station in
a No. 1 Market
KOIN
PORTLAND, OREGON
CBS Affiliate
FREE & PETERS · National Representatives

YOU MAY BE ABLE TO "TUG OF WAR" FOR 2 HRS. 41 MINS.*—



BUT—YOU CAN'T PULL "OUTSIDE" PROGRAMS INTO WESTERN MICHIGAN!

Blocking any such efforts is something that's always present, though not visible—a wall not raised by human hands. *Fading.* Even 50,000-watt stations in nearby Chicago or Detroit might almost as well be in Bombay, for all the regular listeners they get here.

So if you want the rich Western Michigan market, "inside-the-wall" stations are definitely indicated. In that case, use the best-programmed station to get the largest audience.

In Kalamazoo, Battle Creek and Greater Western Michigan, that station is WKZO, serving *eighteen counties* with a daytime population of 630,762 people. In Grand Rapids and Kent County, it's WJEF, serving a quarter-million people with the most favorable frequency in the market (1230KC). Both WKZO and WJEF are CBS. Both are programmed for their specific areas. Both are owned by the Fetzer Broadcasting Co., and are sold in combination at a bargain rate per thousand radio homes. Together they offer *complete coverage* of Western Michigan.

Let us send you the whole story—or just ask Free & Peters!

* *Tug-o'-war between two British Army teams in India, 1889, lasted two hours 41 minutes.*

WKZO
CBS – FOR KALAMAZOO, BATTLE CREEK, AND WESTERN MICHIGAN

WJEF
CBS-FOR GRAND RAPIDS AND KENT COUNTY

BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

SOMEONE
IS ALWAYS
First

BETSY ROSS
First
to put Liberty and
Freedom on cloth

WHBQ

Was the First
Memphis Station
to schedule
sport Broadcasts,
Regularly.

South's 24-Hour Station
WHBQ
BOB ALBURTY, General Mgr.
Your MUTUAL Friend
Memphis, Tennessee
Represented by RAMBEAU

Postwar Video May Go Above 500 mc Fly Predicts to Television Press Club

JAMES LAWRENCE FLY, former chairman of the FCC, in an address last Tuesday before the Television Press Club of New York, predicted that video would move "upstairs" into the frequencies above 500 mc "within a few years." Under prodding from the audience he amplified by hazarding a guess that it might be about five years after the end of the war.

Awaits War's End

Improvements already made in 6 mc transmission and reception are sufficient to insure an effective video system immediately after the end of the war, he said, lauding the FCC for its proposed television allocations that will permit television to begin its public service in the lower frequencies and also to carry on experiments in the upper reaches with wider bands, permitting full color pictures. Tubes for broadcasting on these frequencies are rapidly being developed, he said, and shortly television will be able to move to these frequencies permanently.

The wisdom of moving FM upstairs from its present location is more questionable, he said. Mr. Fly pointed out that FM has had "substantial trouble" in the 40 mc area where propagation characteristics raised a number of problems and the service "is something less than wholly satisfactory." Indications are that there will be fewer difficulties for FM in the 90 mc region, he said.

However, he urged anyone with any objections to moving FM, to present them to the Commission, which he praised for its careful and open minded consideration of the evidence presented by the 231 witnesses during the 25 days of the hearings and which he said would give similar consideration to any new evidence that may be submitted now.

Speaking on what he termed his "pet subject", international communications, which he said are about as essential as any other single factor in building the postwar world, Mr. Fly urged his audience to give real study to the subject, stating that "as long as communication facilities are inadequate and limited by Governmental restrictions, so long will the world situation be impaired."

Ralph B. Austrian, executive vice-president, RKO Television Corp., suggested that manufacturers of television receivers should help their dealers sell these sets to the public by providing good programs for broadcasting over local stations which the dealers could use in demonstrating the sets to the prospective purchasers. He proposed that the programs be produced on film, stating that good short comedies or variety programs can be had for a cost of $7,500 each. These films could then be given to the dealer, either outright or on a cost-sharing basis, Mr. Austrian said, adding that the manufacturer should also share with the dealer the cost of time on the local video station.

KFAC Suit Dismissed

DISMISSAL of libel charges filed by Clifford S. Clinton, political figure on March 23, 1939 against Los Angeles Broadcasting Co., operators of KFAC, was granted Jan. 29 by Los Angeles Superior Court Judge Alfred E. Paonessa. Demanding $90,200 damages Clinton had charged that radio broadcasts in which he was described as "attempting to organize a Tammany Hall in Los Angeles" had defamed his character. Dismissal was granted on ground that legally alloted time in which to press charges had elapsed.

Military Needs to Take Increased Tube Output

RADIO tube manufacturers must further reduce civilian production to meet military demands, which may be stepped up by more than 3,000,000 a month, the WPB Radio & Radar Division stated last week. Following a meeting with the Receiving Tube Scheduling Advisory Committee, at which industry problems were reviewed, it was decided that unfilled orders for 40 types of tubes will be frozen at the factories as of Feb. 1, with WPB to direct shipments to customers. Other types of tubes were declared obsolete for the duration.

Requirements for military type tubes during the first quarter of 1945 are about 2,500,000 tubes in excess of the amount produced for the military during the last quarter of 1944. WPB anticipates that in July or August, after the industry has completed its expansion program and has scheduled all military production, more civilian tubes may be available than at present.

Sculpta Test

SCULPTA HOSIERY, New York, has appointed Blackstone Co., New York as agency for a test campaign in New York. A trial spot radio drive, started Jan. 22 on WHN WMCA WNEW, consisting of participations on variety and recorded music programs and on WOV with announcements, and will run for four weeks. Special stocking offers are being made to check the radio pull, including a mail order on "business sheers." Commercials aim primarily to establish the "Sculpta" name for hosiery. Firm has 13 shops in New York and distribution in five additional cities.

SPEAKING from his home, the Most Rev. Joseph F. Rummel, Archbishop of New Orleans, officially launched the Youth Progress Program's $2,050,000 campaign to build recreational and educational facilities. Program was originated by WWL and was carried by WSMB WDSU WNOE WJBW New Orleans and WJBO Baton Rouge.

Hon. Richard Dunne
Kenyon & Eckhart
New York City

Dear Dick:
Say, here's something you'll be glad to know. You've heard of the Sport Page of the Air, top-notch program sponsored by Frankenbergers Men's store here. . . . well, the 23rd monthly issue of the printed SPOTA went to 11,327 West Virginia servicemen all over the world. And do those fellows enjoy this message from home! You should see the letters we get. You see, they get all the sports dope this way . . . local stuff as well as national sport news. How'd you like to see a copy!

Yrs.,
Algy

WCHS
Charleston, W. Va.

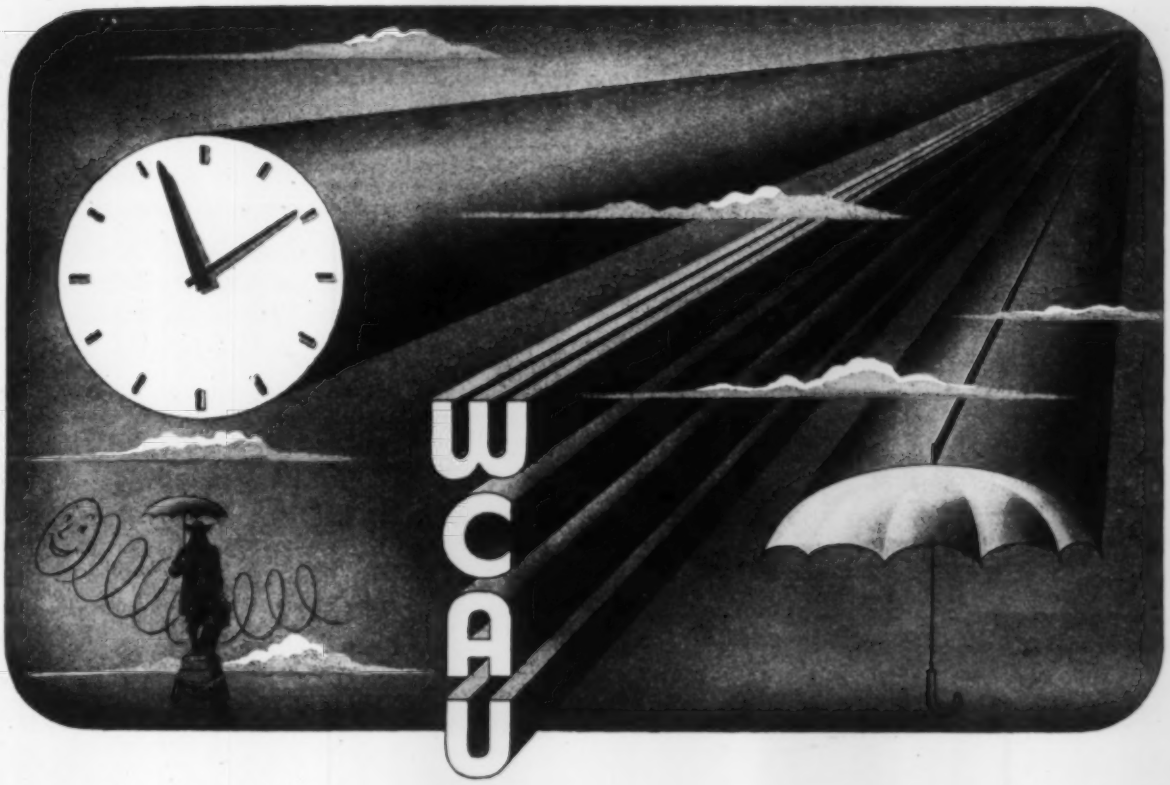
check these answers to your **recording problems**

√ **24 HOUR SERVICE** on direct cut copies of your recordings

√ **AIR CHECK SERVICE** "as others hear it"

√ **COMPLETE FACILITIES** for spot announcements, remote pickups, service on all recording problems. *For further information, write . . .*

U. S. RECORDING CO.
1121 Vermont Ave. Washington 5, D. C.
Joseph Talt, President



The Fourth Dimension in Radio–Time

The Ether of Space comprises the *first three dimensions* of Radio—and here WCAU leads all other Philadelphia Stations. Its 50,000 Watts are not confined to a specific pattern. They are "Free Watts" surging out in a great Tidal Wave of Power *in all directions* over a clear national channel—giving "Umbrella Coverage."

Now *multiply* WCAU's "Umbrella Coverage" by Radio's *fourth dimension—Time.* Multiply the "extra millions" of people under the WCAU Umbrella by 365 days and nights and you have a stupendous figure—just about what either Scientists or Sinatra Fans would call "Solid Radio." For full coverage use WCAU's Umbrella.

WCAU

CBS AFFILIATE

"Umbrella Coverage"

PHILADELPHIA'S LEADING RADIO INSTITUTION

DIVIDEND of 87½ cents per share has been declared by RCA on the outstanding shares of $3.50 cumulative first preferred stock for the period from Jan. 1 to March 31, 1945 and payable April 2 to holders of record at close of business March 5.

ASSOCIATED Engineering & Research Co.'s has been formed at 150 Broadway, New York, as an engineering and research organization representing the services of inventors, engineers, researchers and market analysts.

Meet WHB's Ed Dennis—

whose present "client" is Uncle Sam!

At WHB we've always called the sales department the "Client Service Department"—simply because that's the purpose of our salesmen: to *serve* our advertisers.

For eleven years, Ed Dennis was our top producer. He graduated from the University of Kansas one cool June evening—and went to work for WHB's Don Davis the next morning. Never had any other job, prior to enlisting in the Navy in 1942 as second class yeoman.

It's typical of Ed that the Navy recognized his merits, too, and promoted him recently to Lieutenant (j.g.). Ed says it's awfully good to get back in pants with pockets. We look forward to the day when Victory is won, and we can get Ed back to WHB!

If he were here, instead of at sea, he'd probably be telling you enthusiastically about three great new shows on WHB for 1945.

"SONG and DANCE PARADE"—with RUSH HUGHES. A full hour of popular recordings, broadcast Mondays through Saturdays at 2 p.m.—with popular Rush Hughes of KWK as Master of Ceremonies. This program took KWK from a 1.5 to a 4.9 Hooperating mornings in St. Louis—and it has already won a 4.2 in Kansas City! Quarter-hour participation sponsorships available, 3 to 6 days weekly.

"THE FIRST FIVE"—with RUSH HUGHES. Kansas City's "best seller" records, as reported daily by leading retailers—together with their "platter mates", some fascinating and rhythmic "extras"... and the voice of Rush Hughes! Forty-five minutes nightly, Mondays through Saturdays, at 6:15 p.m. Ask Don Davis for participation availabilities.

"MARY JANE ON PETTICOAT LANE" Daily half-hour shopping program, with style news and music, featuring merchandise offered by stores and shops on Kansas City's famous "Petticoat Lane". Spots available for minute transcriptions about products used by women. Mondays through Fridays. 11:30 a. m. to 12 noon.

If you want to sell the Kansas City market, WHB is your *happy* medium!

For WHB Availabilities, 'Phone DON DAVIS
at any of these "SPOT SALES" offices:

KANSAS CITY . . . . . Scarritt Building . . . . . HArrison 1161
NEW YORK CITY . . . 400 Madison Avenue . . . ELdorado 5-5040
CHICAGO . . . . . 360 North Michigan . . . . . FRAnklin 8520
HOLLYWOOD . . Hollywood Blvd. at Cosmo . . HOllywood 8318
SAN FRANCISCO . . . . . 5 Third Street . . . . . EXbrook 3558

WHB KANSAS CITY This is Mutual 1000 WATTS-BASIC

KEY STATION for the KANSAS STATE NETWORK
Kansas City, Missouri • Wichita, Kansas • Salina, Kansas • Great Bend, Kansas • Emporia, Kansas

Waste Paper Drive Enlists Air Time

Periodical Pub. Assn. Seeks Increase In Wood Pulp

WITH newspaper trade efforts to increase the nation's available supply of paper concentrated on space promotion, Periodical Publishers National Committee, Washington, is utilizing radio to round out coverage for two major projects—waste paper salvage; and encouragement of farmers to cut farm-lot wood to add to the pulpwood supply.

Current radio schedule for the latter drive, introduced last July, continues, with some 42 stations carrying participations in farm programs and adjacent spot announcements. Cycle will be up for renewal the end of March.

Aimed at Housewives

Committee's newest radio campaign, designed to enlist housewives' cooperation in waste paper salvage, started last week (Feb. 5) and covers 67 stations in the area stretching from Maine to Maryland, and from Minnesota, Iowa and Missouri to the Atlantic coast, with greatest concentration east of Pittsburgh. Committee bought participations on women's interest programs wherever possible, or spot announcements on a five-times-weekly basis as a second choice. Women listeners are told "Your waste paper is not waste paper unless you waste it."

Schedule, placed by Alfred Sidney Noble, New York follows:

WTIC WDEL WMAL WBBM WGN WLS WIBZ KRNT WMT WNAX WBAL WTBO WFMD WWJ WCCO WDAS KXOK Yankee Network WEEI WOKO WBEN WNBF WEHY WHCU WJTN WEAF WJZ WNEW WOR WHAM WGY WAGE WIBX WWNY WJW WBNS WSAN WFBG WHP WJAC WGAN WGAL WCAU KWY WFIL WCAE WEEU WLEU WEST WARM WBAX WSBA WWVA WTMJ WTOP.

BECAUSE of wartime travel restrictions, the 44th annual Farm & Home Week at the U. of Illinois was canceled, major portion of the program being broadcast 8 a.m.-4 p.m. (CWT Feb. 6-9 on the U. of Illinois station, WILL Champaign

5000 WATTS • DAY AND NIGHT
WSW
850
The Blue horizon in Northeastern Ohio, for advertisers with vision.
BASIC BLUE FOR CLEVELAND

Represented Nationally by HEADLEY-REED CO.

CONGRATULATIONS on affiliation of WFBL Baltimore with the Blue Network is extended Hope Barroll (l), executive vice-president of the station, by Mark Woods (c), Blue president. William L. All, WFBL attorney and director joins in conversation. The 5,000 w outlet joined Blue Jan. 15.

CHURCHES SELECT BEST NET SERIES

JOINT radio committee of the Congregational Christian, Methodist and Presbyterian churches has issued a list of recommended network programs for use by church members, titled "The Best in Radio Listening". Booklet includes 155 programs, under the following headings: Religion, 16; News & Public Affairs, 44; Education, 22; Drama, 19; Music, 41; Quiz, 6, Variety, 7.

Each program is described in a short sentence and is marked to indicate whether it is suitable for listening by the entire family, mature listeners, young people, children. Dr. James Rowland Angell and Dwight Herrick, NBC; Dr. Harry Summers, Blue; Dr. Lyman Bryson, CBS; James O'Bryon, MBS, assisted in the preparation of the guide, which was edited by Rev. Everett C. Parker, director of the committee.

Programs listed are what might be expected, plus a few surprises, such as two daytime series, *Light of the World* and *Hymns of All Churches*, among the religious programs; *The Goldbergs* as the only daytime serial among dramatic shows, and *National Barn Dance* among musical programs. Most obvious omissions are Bob Hope, Jack Benny and Kate Smith from the list of recommended variety programs, which includes Frank Sinatra, Bing Crosby, *Fibber McGee & Molly*, and *Truth or Consequences*.

"—and to think you're that Blue Network announcer we heard over WFDF Flint!"

WKNE

LISTENER'S GUIDE
AND PROGRAM SCHEDULE

FEBRUARY, 1945
Our Twenty-Fourth Monthly Issue
5c a copy ★ 25c a year

GUNNER'S MATE JORDAN, U. S. N.

See **YANK'S MUSIC SHOP** Page 4*

"You Say It With V-Mail and Music"

*This public service program (5-6 p.m. Mon. through Fri.) is symbolized by this February Listener's Guide cover. YMS is link between folks at home and their men all over the world.

In this issue—16 pages, 22 feature articles, 34 pictures. 5000 circulation includes sales at 19 newsstands in primary area. There is a complete roster of all regular advertisers plus product indentification. WKNE, 5000 watts—with CBS since 1937.

Representatives: Headley-Reed Company, Boston—Bertha Bannon

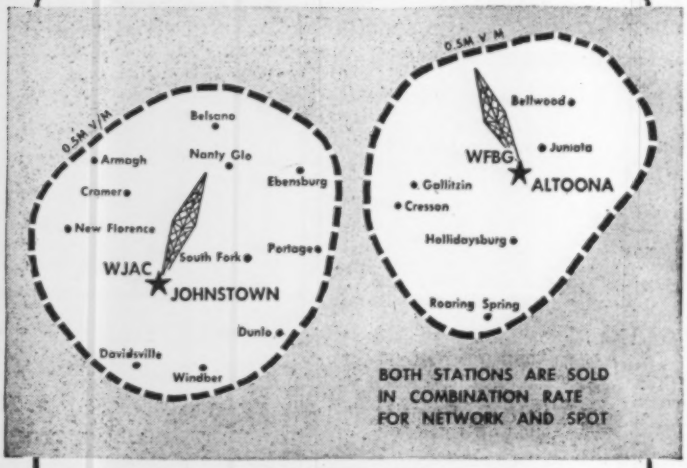
Station WKNE, Keene, N. H. Associated with WSYR, WTRY, WELI

A SQUARE DEAL STATION
Invest in the United States
★ Buy War Bonds ★

WJAC JOHNSTOWN

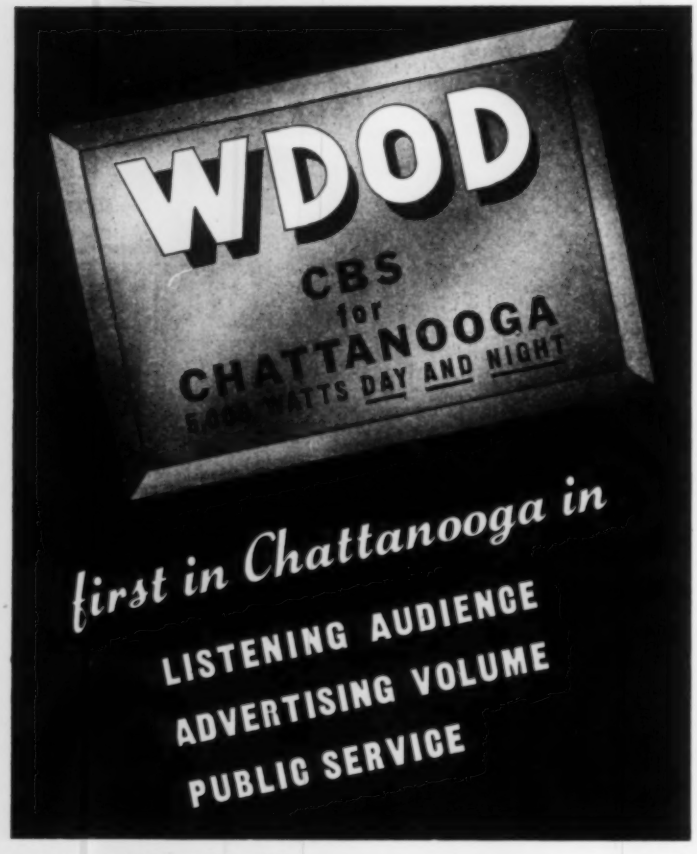
WFBG ALTOONA

These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area



BOTH STATIONS ARE SOLD IN COMBINATION RATE FOR NETWORK AND SPOT

National Representatives
HEADLEY-REED COMPANY
New York, Chicago, Detroit, Atlanta, San Francisco



OWI PACKET, WEEK MARCH 5

Check the list below to find the war message announcements you will broadcast during the week beginning March 5. OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of discs. Tell your clients about them. Plan schedules for best timing of these important war messages.

WAR MESSAGE	NET-WORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	Trans.
Support Rationing	X	--	--	--	--	--	--
The Job Ahead—Japan	--	--	--	--	--	--	X
V-Mail	--	--	X	--	X	--	--
Merchant Marine	--	--	--	--	--	X	--
Victory Gardens	X	--	--	--	--	--	--
Conserve Cars, Gas, Tires —Join a Car Pool	--	X	X	X	X	--	--
Red Cross	X	X	X	X	X	--	--

See OWI Schedule of War Message 150 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

Our Respects to

(*Continued from page 50*)

tended Canadian conventions as well as those whose wartime activities have routed them to or through Edmonton, which has been an important base of the Northwest Pacific defense system. Radio entertainers as well as U. S. Army personnel have passed through Edmonton on their way north to entertain troops or on war work. CFRN and its facilities have been open to all those visiting the city, and Dick Rice has been host to some of the top radio men and women who have traveled the Alaska Highway in their wartime duties.

Dick Rice has been one of the staunchest champions of the rights of independent broadcasters. Referring to the relationship between privately-owned stations and the government-owned CBC, he stated recently that, "in Canada I feel that the dual system of privately-owned and government-owned radio stations will eventually create a real Canadian broadcasting system. The competition between the two systems has the effect of humanizing the government's broadcast system."

Formerly an ardent golfer, Dick now has time only for his broadcasting station and radio interests, although he is a member of the Edmonton Club. When he is not commuting between Ottawa and Edmonton, or attending meetings of the CAB at Toronto, he does manage to get in some fishing, (in the summer).

Mrs. Rice is the former Justina Charlotte Springer. They have no children.

WBBR Fire

A BLAZE which raged three hours in the rear of the transmitter of WBBR Staten Island, N. Y., kept the station off the air from 10:30 a.m. till 3:15 p.m. Feb. 4. The telephone line to the transmitter was burned out by the blaze. Fire started in the cellar of a 2½ story building at 1111 Woodrow Rd., in back of the WBBR transmitter site and the flames spread before the fire could be brought under control.

Gellard Is Found Guilty In Cigarette Conspiracy

SAMUEL GELLARD, part owner and former secretary of WBYN Brooklyn, New York, on Feb. 1 was found guilty of conspiracy to obtain money for alleged charitable and benevolent purposes by false pretenses after a four-week trial in Court of Special Sessions, New York. Sentence date has been set for Feb. 21. At the time of his arrest last March, Mr. Gellard was operating the Overseas Cigarette Service, an organization which solicited money for the purpose of purchasing cigarettes to be distributed free to servicemen overseas with name of donor affixed to each package.

Price charged for a lot of 1,000 packages by Mr. Gellard was alleged to be considerably higher than the market value. Project was also promoted on several WBYN programs last winter. Salesmen of Overseas Cigarette Service had referred to the organization as OCS initials used in the Army for Officers Candidate School. No charge was made against WBYN.

Blatchford Campaign

BLATCHFORD CALF MEAL Co., Waukeegan, (calf vitamin tablets) begins a spot announcement campaign February 19 through Lloyd Larson Co., Chicago for 8 weeks on the following stations: WNAX KMA KXEL KYSM KROC KATE WDAY WIBA WEAU WSAU WTAQ.

History of Communications. Number Twelve of a Series

COMMUNICATION BY THE BLINKER

The Blinker, an adaptation of the Heliograph with its own source of light, has been found invaluable for night and day Naval Communications. While limited by "line-of-sight" transmission and the elements of weather, it has been an aid to our cautious convoys during "radio silence."

When Victory is ours and the days of "radio silences" are gone forever, private citizens again will have electronic voice communication equipment for their yachts and other pleasure craft. With the release of civilian radio bands Universal will again offer the many electronic voice components for use in marine craft.

< FREE—History of Communications Picture Portfolio. Contains over a dozen pictures suitable for office, den, or hobby room. Write for your "Portfolio" today.

EXCELLENCE IN PRODUCTION

UNIVERSAL MICROPHONE COMPANY
INGLEWOOD, CALIFORNIA

FOREIGN DIVISION: 301 CLAY STREET, SAN FRANCISCO 11, CALIFORNIA ·· CANADIAN DIVISION: 560 KING STREET WEST, TORONTO 1, ONTARIO, CANADA

BLAW-KNOX *puts through the Call!*

There are a hundred-and-one pieces of apparatus necessary to electronic operation but, finally the voice or picture goes out into space *via the antenna.*

Whether it's FM, Television or VHF you can be sure of getting the most out of your power and equipment by "Putting the Call Through" on Blaw-Knox Vertical Radiators.

BLAW-KNOX DIVISION
of Blaw-Knox Company

BLAW-KNOX Vertical RADIATORS

First 3-Year Licenses Unde Extended Period Begin May

FIRST GROUP of stations to go on three-year licenses since the FCC extended the period from two to three years more than a year ago will come up for renewal on May 1, William P. Massing, chief of the License Division, disclosed last week [BROADCASTING, Dec. 20, 1943].

Although the Commission adopted an amendment to Sec. 3.34, *Normal License Period*, on Dec. 14, 1943, the operation necessary to make the transition from two-year to three-year licenses involved first a series of license periods ranging from one year to two years, nine months [BROADCASTING, Dec. 20, 1943], Under the interim system, the first group of stations to benefit by the longer license periods are those whose licenses expire May 1. The second group comes up for renewal on Nov. 1. The transition will be completed on Aug. 8, 1948.

A fortnight ago the Commission granted 26 stations license renewal to Feb. 1, 1946. Nine others were granted licenses to Nov. 1, 1947; three to Feb. 1, 1948, while 62 were placed on temporary licenses until April 1, 1945. In most of the instances where temporary licenses were granted, either the Commission or licensees had not completed minor details in connection with data needed. A few were placed on temporary license to permit completion of negotiations under the FCC duopoly regulation (Sec. 3.35).

License periods under the transition setup, together with the former expiration dates, follow:

Group A—Formerly expired Feb. 1, 1944; transition expiration Aug. 1, 1946, at which time three-year licenses will be granted. Stations operating on these frequencies: 640 650 660 670 680 690 700 710 720 730 740 750 760 770 780 800 810 820 830 840 850 860 870 880 890 900 940 kc.

Group B—Formerly expired April 1, 1944; transition expiration May 1, 1945, at which time three-year licenses will be granted. Stations operating on these frequencies: 990 1000 1010 1020 1030 1040 1050 1060 1070 1080 1090 1100 1110 1120 1130 1140 1160 1170 1180 1190 1200 1210 1220 1500 1510 1520 1530 1540 1550 1560 1570 1580 kc.

Group C—Formerly expired June 1, 1944; transition expiration May 1, 1946, at which time three-year licenses will begin. Stations operating on these frequencies: 550 560 570 580 590 600 610 620 630 790 kc.

Group D—Formerly expired Aug. 1, 1944; transition expiration May 1, 1947. Stations operating on these frequencies: 910 920 930 950 960 970 980 1150 1250 kc.

Group E — Formerly expired Oct. 1, 1944; transition expiration Nov. 1, 1945, at which time three-year licenses begin. Stations operating on these frequencies: 1260 1270 1280 1290 1300 1310 1320 1330 1350 1360 kc.

Group F—Formerly expired Dec. 1, 1944; transition expiration Nov. 1, 1947. Stations operating on these frequencies: 1370 1380 1390 1410 1420 1430 1440 1460 1470 1480 1590 1600 kc.

Group G—Expired Feb. 1, 1945; transition expiration Feb. 1, 1946, at which time three-year licenses begin. Stations operating on 1230 kc.

Group H — Expires April 1, 1945; under transition will be renewed to Aug. 1, 1946, at which time three-year licenses begin. Stations operating on 1240 kc.

Group I—Expires June 1, 1945; under transition will be renewed to Feb. 1, 1947, at which time three-year licenses begin. Stations operating on 1340 kc.

Group J—Expires Aug. 1, 1945; under transition will be renewed to Aug. 1, 1947, at which time three-year licenses begin. Stations operating on 1400 kc.

Group K—Expires Oct. 1, 1945; under transition will be renewed to Feb. 1, 1947, at which time three-year licenses begin. Stations operating on 1450 kc.

Group L—Expires Dec. 1, 1945; under transition will be renewed to Aug. 1, 1947, at which time three-year licenses begin. Stations operating on 1490 kc.

Ideas Asked for Chang Of Communications A

A CALL to members of the Feder Communications Bar Assn. to su mit suggestions for amendment the procedural provisions of t Communications Act or of t FCC's rules and regulations w issued last week by Eliot C. Love who took office a fortnight ago president of the Association. D ing this year, Mr. Lovett point out, renewed legisaltive efforts a in prospect, aiming toward amen ment of the law. Regardless of t outcome, he added, it is reasonab to assume that the rules and reg lations of the FCC will continue be amended from time to time need arises.

Suggestions from members of t bar should be specific and support by reasons. Those dealing with pr posed amendments to the rules, said, should serve to expedite co sideration of matters by the Com mission and to eliminate many r quirements which experience h shown to be of doubtful necessit All suggestions must be for the ul mate purpose of enabling the Com mission or the court more rapid and effectively to render decisi which will further the purposes the Communications Act, he said.

Suggestions should be mailed the Association's headquarters 729 - 15th St., N.W., Washington D. C.

CONSOLIDATED ROYAL Chemi Corp., Chicago (Kranks Shave Kree is sponsoring a transcribed 5-minu sports commentary, *One for the Ru* Featuring Sam Balter, the progr is heard Monday, Thursday, Saturd 11:15-11:20 p.m. (CWT) on WM Chicago. Contract for 16 weeks w placed by Campbell-Ewald Co., C cago.

FOUR TOP MARKETS!

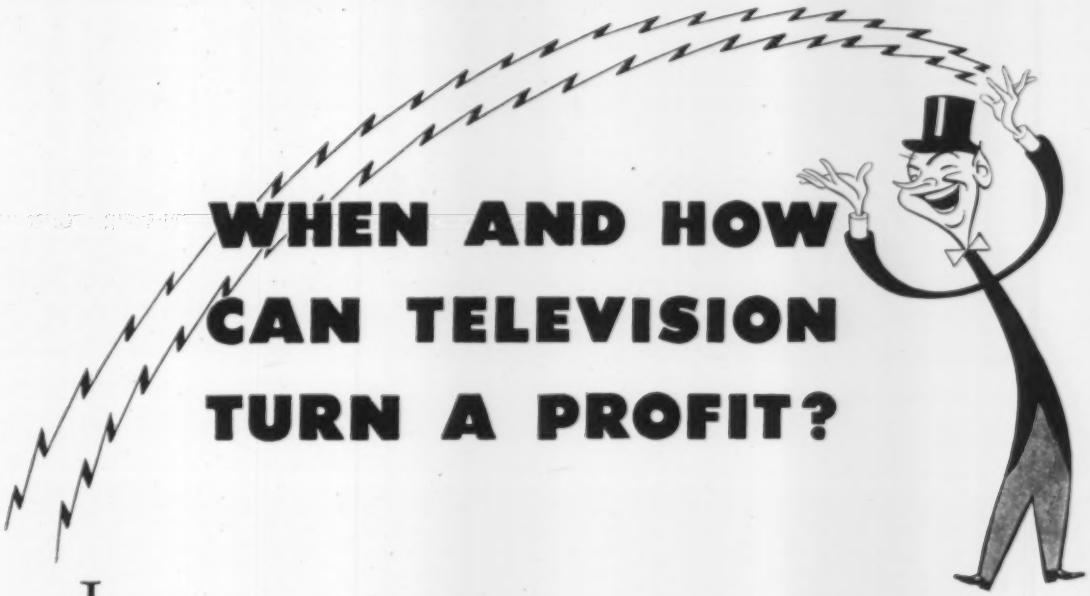
Central Kentucky
WLAP *Lexington, Ky.*

Amarillo
KFDA *Amarillo, Tex.*

The Tri-State
WCMI *Ashland, Ky. Huntington, W. Va.*

Knoxville
WBIR *Knoxville, Tenn.*

All four stations owned and operated by Gilmore N. Nunn and I. Lindsay Nunn
Represented by The John E. Pearson Co.



WHEN AND HOW CAN TELEVISION TURN A PROFIT?

Interest in television is assuming flood proportions. Within 18 months after Victory there is every indication that television service will be available to 30,000,000 people . . . and their enjoyment limited only by the plant capacity of set manufacturers.

Prospective television station operators who reserve DuMont telecasting equipment *now* will be prepared to ride a wave of unprecedented popular enthusiasm . . . to ride the swift and inevitable commercial expansion of the greatest scientific advance of our time. Valuable prestige and good-will are natural windfalls of the early bird.

A fortune is not required to build a television station, nor years to "break even." DuMont designed and constructed 3 of the 9 television stations on the air today. The low operating cost and rugged dependability of DuMont equipment has been demonstrated week-in and week-out for 4 years. When and how television can turn a profit are questions to which DuMont holds factual answers. Would you like to hear them?

TELEFLASH! More than 90 requests for permission to construct and operate commercial television stations are on file with the Federal Communications Commission. As only a few channels are available for television, the number of stations in a trading area is limited. In consequence, options are already being sought for desirable "time". More than 61 advertising agencies have installed television departments. The value of riding with public interest is attracting more and more advertisers to television every week. They are learning to control the terrific sales impact of this wonderful new medium. Their experiments are well worth watching!

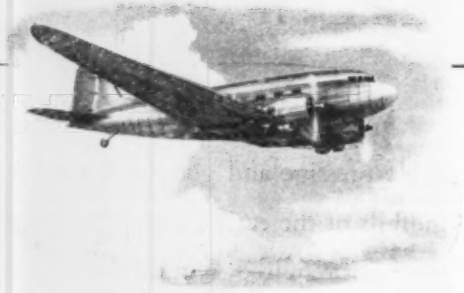
Copyright 1945, Allen B. DuMont Laboratories, Inc.

DUMONT *Precision Electronics and Television*

ALLEN B. DuMONT LABORATORIES, INC., GENERAL OFFICES AND PLANT, 2 MAIN AVENUE, PASSAIC, N. J. TELEVISION STUDIOS AND STATION WABD, 515 MADISON AVENUE, NEW YORK 22, NEW YORK

Ship by AIR EXPRESS

LOW COST FOR HIGH SPEED



MORE PLANES are being put into airline service. More space is available for all important types of traffic. For fastest delivery via Air Express, ship as early in the day as possible—as soon as shipment is ready.

LOW COST: 25 lbs., for instance, travels more than 500 miles for $4.38, 1,000 miles for $8.75. Thousands of shippers are finding countless ways to employ Air Express with economy and profit.

HIGH SPEED: Your shipments go at a speed of 3 miles a minute—with cost including special pick-up and delivery in all U. S. cities and principal towns. (Often same-day delivery between airport towns and cities.) Direct service to scores of foreign countries. Shipments to 23,000 off-airline points in the United States are handled through rapid air-rail schedules.

WRITE TODAY for "Quizzical Quizz", a booklet packed with facts that will help you solve many a shipping problem. Railway Express Agency, Air Express Division, 230 Park Avenue, New York 17. Or ask for it at any Airline or Express office.

AIR EXPRESS

GETS THERE FIRST

Phone RAILWAY EXPRESS AGENCY, AIR EXPRESS DIVISION
Representing the AIRLINES of the United States

AT&T Announces FM Net Systems

Transmission by Wire, Radio Relay a Future Certainty

FORESEEING the possibility of separate FM networks, AT&T last Thursday announced the Bell System can provide program transmission channels to meet the present and future needs of FM for high fidelity relay by wire lines or by radio relay.

Releasing a 12-page brochure on FM program transmission, AT&T said the Bell System already is furnishing studio transmitter (ST) links to the majority of FM stations now in operation. These permit a frequency band of 15,000 cycles as specified by the FCC. Moreover, it said that present broadcast band carrier telephone facilities readily can be adapated for such circuits by adding special terminal equipment.

Blankets Country

These telephone circuits have been used for years by Bell to send multiple telephone and telegraph messages over a single pair of conductors. The service blankets the country. This entire network already is capable of transmitting the requisite 15,000-cycle quality, while thousands of miles of intermediary telephone routes can be similarly equipped.

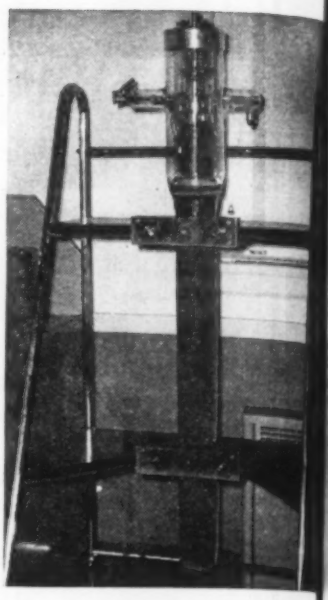
Alluding to ultimate network service, AT&T said that whatever the broadcasting industry decides about grouping FM stations and about quality of channels desired, Bell will be to furnish intercity circuits. If means other than wire circuits should prove better or more economical for FM, Bell will use them, the statement said, citing the AT&T's projected microwave radio relay system between New York and Boston. This trial installation, under development before the war, is intended to test broadcast band transmission, including long-distance telephone and television, as well as broadcast programs.

Pouliot Reappointed

DEAN ADRIAN POULIOT of Laval U., Montreal, has been reappointed to another term as a member of the board of governors of the Canadian Broadcasting Corp. His term expired last November, and the re-appointment was announced on Jan. 27 in time for him to attend the first 1945 meeting of the board at Ottawa, Jan. 27-30.

Five Added to CAB

COOPERATIVE Analysis of Broadcasting last week announced that five more firms had become members of the CAB. Included are Henry Souvaine Inc., New York; Spot Sales, New York; Chatham Mfg. Co., Elkin, N. C.; Readers' Digest Assn., Pleasantville, N. Y.; National Distillers Products Corp., New York.



SPECIALLY constructed, this ca rier of 100,000 w transmitti tubes has been built by engine of CBK Watrous, Sask., to ta the tubes from storage to tra mitter at the station. A simil carriage has been built to hou one of these tubes which ha passed maximum service and i now on permanent exhibition a the Winnipeg studios of the CB

Lockheed Discontinues

LOCKHEED Aircraft Corp., Bu bank, Cal., with March 3 broadca discontinues *The Man Called* on Blue stations, Saturday, 10:3 11 p.m. (EWT). Aircraft manufa turing firm reportedly will conce trate its advertising appropriati on visual medium in preparati for peace-time production, it wa said. Series starring Herbert Ma shall will have completed 34 wee on the March withdrawal da Agency is Foote, Cone & Beldin Los Angeles.

IN ADDITION to its self-initiate announcement campaign to encour listeners to take war jobs, WOR Ne York has started a series to keep th public aware of limited transportati facilities and the need for curtail travel. Spots are inserted in da sustaining shows.

". . . and it all started with broadcast over WFDF Flint

he job of bringing the war home to us..

Clark Lee, INS correspondent, knows Japs—knows them better than any reporter in the field. He was the last American newspaperman to leave Corregidor before Gen. Wainwright's surrender, but not before he had written his memorable accounts of MacArthur's valiant stand on Bataan.

Escaping to Australia, he was in the thick of major Pacific engagements. Aboard a U. S. aircraft carrier, he witnessed the first landing on the Solomon Islands.

Lee reached England for D-Day, covered the landing in Normandy. He scored a 24 hour beat on the Allied capture of Montebourg, German stronghold on the Cherbourg peninsula, another on the Allied offensives on both ends of the Normandy battle front last July, and still another on the mortal wounding of Field Marshall Rommel.

Clark Lee.

Back in the Pacific, he was aboard a B-29 and filed colorful eye-witness accounts of the bombing of Tokyo. After several weeks on Saipan, he covered the Leyte campaign. He was among the first to land on the Lingayen Gulf. He is now in Manila with General MacArthur.

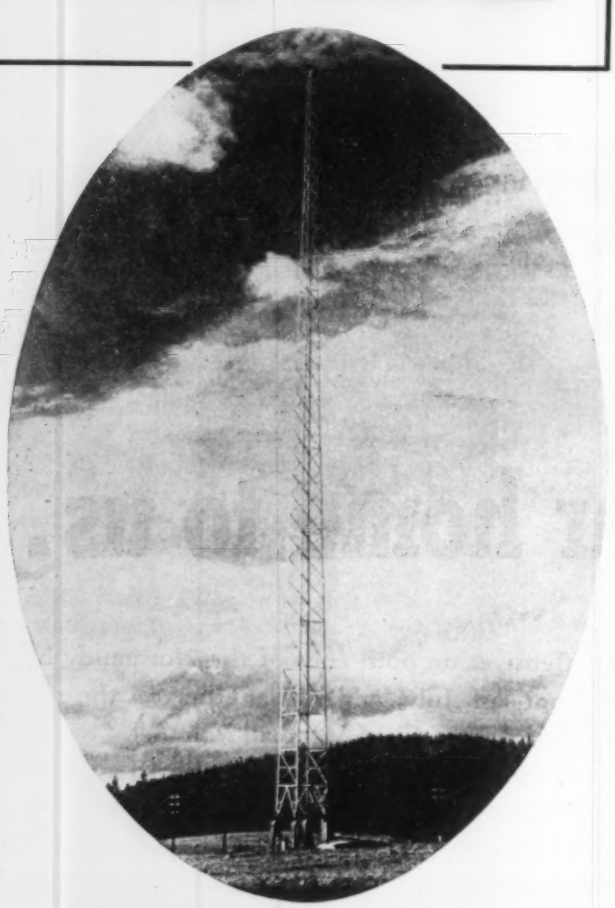
From his alma mater, Rutgers University, Lee received, in absentia, a gold medal of honor "for courage and skill as a war correspondent." He's a reporter's reporter—one of the many INS correspondents bringing the war home to us.

The INS wire is a favorite with news editors who appreciate the value of a news service written for radio. In specialized news and feature writing, INS leads in local, national and worldwide services.

INTERNATIONAL NEWS SERVICE

235 EAST 45TH STREET, NEW YORK 17, N. Y.

Number ONE



...IN READERSHIP
among agencies in Chicago

● Of the general advertising publications editorially covering all phases of advertising and marketing, advertising agencies in Chicago invariably register an overwhelming reader preference for Advertising Age.

The latest survey shows that in Chicago more than 4 times as many agency men prefer Advertising Age as "first choice" as the combined total of the next two publications in its field. Previous surveys during the past several years consistently show this same leadership in reader preference. (Tabulation of these surveys upon request—write for a copy.)

In radio advertising . . . Advertising Age regularly carries more broadcasting station advertising than any other general advertising publication.

Advertising Age
The National Newspaper of Marketing
100 E. Ohio St., Chicago 11 • 330 W. 42nd St., New York 18

Scophony Foresees Subscription Video

Audience of 1,000,000 Seen In Postwar Period

SCOPHONY Corp. of America is planning a system of "subscription television," Arthur Levey, Scophony president, said last week in expressing approval of the suggestion advanced by J. J. Nance, vice-president of Zenith Radio Corp. that a non-advertising subscription service is the most practicable means of building the television audience to the size which would interest advertisers [BROADCASTING, Jan. 29].

Predicts Big Audience

A patented "scrambling" device developed by Dr. A .H. Rosenthal, director of research for Scophony, would enable the company to rent receivers to subscribers and to supply a program service which could not be received by non-subscribers, Mr. Levey explained. Payment of a small installation charge, plus a weekly fee of $2.25, he said, should enable subscribers to amortize the cost of the set in about two years. Receiver would be the model demonstrated in London in 1939, showing a picture 24 x 20 inches.

"The Scophony subscription television plan envisages an audience of at least 1,000,000 within a few years after the war and at 50 cents a week, a subscriber fee of $500,000, or an annual revenue of $26,000,000 for the program service alone," Mr. Levey satted.

Mennen Additions

MENNEN Co., Newark, as part of a spot radio campaign for shave products [BROADCASTING, Jan. 29] this week starts thrice-weekly quarter-hour newscasts by Bill Haworth on seven CBS Pacific Coast network stations and five-times weekly news periods on WBZ Boston and WLW Cincinnati. Thrice-weekly quarter-hour musical series will be added Feb. 19 on WBBM Chicago. Agency is Duane Jones Co., New York.

KWJJ 1000 WATTS 1080 KC
FULL TIME STATION
PORTLAND, OREGON
ABC NETWORK
STATION TIME
SPOT ANNOUNCEMENTS
CONTACT
Burn-Smith Company, Incorp.
551 Fifth Avenue
New York 17, N. Y.
307 N. Michigan Ave.
Chicago 1, Illinois
368 Chamber of Commerce Bldg.
Los Angeles 15, California

KFBK PLAYS BALL
Airs Pacific Coast Games
Unsponsored

CANCELLING several sponsored hours of airtime each week during the baseball season, KFBK, the McClatchy Broadcasting Co.'s station in Sacramento, will present—unsponsored—the Pacific Coast League games for regular listeners and for rebroadcast to the men in the South Pacific. In addition, the *Sacramento Bee*, paper with which KFBK is affiliated, will pay the ball club $5,000 for broadcast rights.

Station will broadcast all home and road games, using usual advertising time to plug War Bond drives and civic projects. Tony Koester, KFBK announcer, and 1939 trophy winner for his airing of the Pacific Coast games of that year, will give the play-by-play descriptions.

WGN Prize Winners

WINNERS of the $5,000 first prize in the WGN Chicago studio theatre design contest for the most beautiful and efficient radio-television studio are Arthur Frederick Adams and William F. Clark, both of Chicago. Theatre, seating 2,000 persons will be chief feature of new building, The WGN Chicago Theatre of the Air, to be constructed after the war just south of the Tribune Tower on Michigan avenue. Second prize of $2,500, third prize of $1,000 and $100 prizes were distributed to runners-up.

Oregon Ad Club

PORTLAND Advertising Federation, Portland, Ore. has been expanded to cover the state, and retitled Oregon Advertising Club, according to Arden X. Pangborn, president and managing director of KGW Portland. Provision was made for establishing "community committees" in at least 15 cities throughout the state. Especial purpose is to attract postwar tourists to the state.

Disc Newsletter

WOR New York is experimenting with a recording of station news as a replacement for "WOR Calling" newsletter distributed to former WOR employes now in service. First disc features interviews with station staff by Dave Driscoll, special events and war services director, and runs a half-hour. Later disc, if carried through, will run a quarter-hour. There are some 60 servicemen on the WOR mailing list in all parts of the world.

KTFI
TWIN FALLS · IDAHO

5-Hr. 'Newspaper' Started by WHOM

Sunday Program May Serve as Format for Regular Service

WHOM Jersey City last Sunday introduced a five-hour "Sunday Newspaper of the Air", which may serve later as the basic format for the entire broadcasting day of the station. Aim is to incorporate into a continuous listening period all the features found in the average newspaper, including news, opinion, criticisms and review in the entertainment field, special events coverage, discussion and public service features.

Five-hour block starts off with an hour-long news analysis by two commentators, with spot news introduction by Alois Havrilla. Next half-hour is devoted to a Columbia U.-Barnard College student forum, *Gateways to Lasting Peace*, with guest speakers representing different members of the United Nations each week. In *Americans by Choice*, 3:30-4 p.m., station addresses itself to foreign language groups, combining English-language dramatizations of their contributions to America with native music. The 4-5 p.m. period is filled by a commercial religious program, scheduled to go off the air in April in line with the WHOM ban on sponsored religious programs.

Schedule

Newspaper critics review their respective entertainment fields, and offer recommendations of the week from 5-6 p.m. Radio is covered by Ben Gross, *N. Y. Daily News;* theatre, Robert Garland, *N. Y. Journal American;* films, Eileen Creelman, *N. Y. Sun;* music, Jack Gunther, *Look Magazine*, the Cowles publication; sports, Irving Marsh, *N. Y. Herald Tribune;* and books, Edith H. Walton, *N. Y. Times.*

Unusual historical points in New York are highlighted by Dale Morgan using interviews 6-6:30 p.m. with newscast. Final half-hour is turned over to various religious faiths as a public service.

MBS in West Virginia

MUTUAL acquires its first West Virginia outlet Feb. 15 when WAJR Morgantown joins as a fulltime affiliate. Station is licensed to West Virginia Radio Corp. and operates with 250 w on 1230 kc. Chief owner is Col. H. C. Greer, president and publisher of the W. Va. Newspaper Publishing Co., publishers of the *Morgantown Post*, and *Dominion News.*

Broth on 26

AMERICAN Home Foods, Morris Plains, N. J., today (Feb. 12) begins a 13-week campaign for Washington Broth on about 26 stations throughout the country, including 22 stations of the Yankee Network, using participating women's programs. Other stations are expected to be added shortly. Agency is Cecil & Presbrey Inc., New York.

CHRISTENED the "Goldfish Bowl" this picture of Studio E of FM station WGFM Schenectady has the very latest equipment in modern fashion and design, possibly setting a trend for FM stations. Glass wall faces out onto the lobby of the WGY building, placing those before the microphone on display at all times, thus assuring buttoned collars and combed hair. Young lady in the control room background is Ray Forster.

WNBT, NBC's New York video station, is presenting a series of four mystery dramas Sunday evenings, started Feb. 11, as live studio programs.

KSL Salt Lake City *Music From the West* program has been renewed by the 59 CBS stations including those in Canada and the Bahamas. Program also is shortwaved to South America.

Hollender on Leave

AL HOLLENDER, executive officer, radio section, Psychological Warfare Division, SHAEF-OWI, with headquarters in Paris, is back in New York for a vacation after a year overseas as assistant to William S. Paley, CBS president, on leave to the OWI as radio chief, PWD-SHAEF. Mr. Hollender had planned to remain in this country for several months but may return overseas shortly, he said last week.

RTPB Panel to Meet

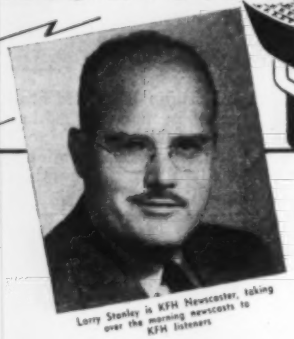
RADIO Technical Planning Board, Panel 2 (allocations), will meet Feb. 14 at 10 a.m. at the Hotel Biltmore, New York, to consider allocation of frequencies below 25 mc and to discuss the advisability of its chairman, Dr. C. B. Jolliffe of RCA, appearing in connection with the oral argument to be held Feb. 28 on the FCC allocations report on frequencies above 25 mc.

SAMMY KAYE
Before "swing and sway music" became a household phrase in radio, the characteristic rhythms of Sammy Kaye were familiar strains on the campus of the University of Ohio where he organized his first swing band. Since then he has established himself as one of the great stylists in modern popular music.
I DON'T WANT TO LOVE YOU
Vic. 20-1635 B
WHERE THE MOUNTAINS MEET THE SKY
Vic. 27944
REMEMBER PEARL HARBOR
DEAR MOM
Vic. 27738
MINKA
WASN'T IT YOU
Vic. 27567
For the complete list of BMI-licensed titles recorded by Kaye see your BMI DISC DATA or write for your copy of this special service.
BMI
NEW YORK CHICAGO HOLLYWOOD

Wichita » » » KFH

KFH *Presents the News*

George Gow is Editor of the KFH News Bureau, with a background of top-flight newscasting in the East



Larry Stanley is KFH Newscaster, taking over the morning newscasts to KFH listeners

Here's a two-man newscasting team that scores with listeners for notable audience gains for KFH. Besides, these two are our reporters, who cover regional, state and city news at its source, 24-hour AP news service, the UP night wire, and all the world-wide facilities of CBS, to bring all the news, up-to-the-minute, on KFH!

Your advertising message is in good hands as well as in good company when it reaches the entire* Wichita market through KFH and KFH News.

In Kansas' Biggest and Richest Market, they depend for the facts, on,

KFH

WICHITA

* Wichita is a Hooperated City

Get the Facts from Petry

CBS 5000 WATTS DAY & NITE CALL A PETRY OFFICE

COPIES

BY DIRECT CUTTING OF YOUR RECORDINGS

33⅓ RPM transcriptions for broadcast or audition use.

24 HOUR SERVICE *—packaged and shipped from Chicago.*

Aluminum based material available for broadcast use.

Write for complete details and prices.

L. S. TOOGOOD

RECORDING COMPANY

221 N. LA SALLE ST. CHICAGO 1

New Quaker Series

QUAKER OATS, Chicago, is replacing *That Brewster Boy*, 8:30-9 p.m. (CWT) on CBS after a 3½-year run, with a new family type program, *Those Websters*, starting March 9. Les Weinrott will act as director and editor of scripts written by Al Miller. Program will be under the supervision of Ros Metzger, vice-president in charge of radio for Ruthrauff & Ryan, Chicago. Plans call for a live audience preview of the program on Thursdays a week before it will be aired.

AFRA HITS DEMILLE ON 'MARCH OF TIME'

AFRA's side of the controversy precipitated by the refusal of Cecil B. DeMille to pay an assessment of $1 levied by the Los Angeles local of AFRA to defeat a proposed open-shop law in California and his subsequent suspension by the union, was given Feb. 8 by Edward Arnold, board member of the local, and Capt. Hal Berger, member of AFRA's national board, during the *March of Time* broadcast on the Blue. Mr. DeMille had expressed his views on the Feb. 1 *March of Time* [BROADCASTING, Feb. 5].

Stating that "Mr. DeMille, being a responsible citizen and, as he asserts, a responsible union man, somehow never got around to attending a meeting of his union in all the six years of his affiliation," Mr. Arnold continued, "Last week Mr. DeMille made an impassioned plea for democracy but his words were divorced from his action. Why was the voice not heard when the question was democratically discussed and voted upon? Why this lip service to democracy all the while he seeks to violate one of its fundamental precepts—abiding by the will of the majority?"

Berger's Views

Capt. Berger, veteran of both World War I and II, recently returned from service in the South Pacific, when asked by Mr. Arnold what his son, now in a Japanese prison camp, would think of the controversy, said, "I am sure I can speak for him without being presumptuous, because he too was a member of AFRA. When he comes back I want him to have a decent job at a decent salary. Most of us were willing to pay a dollar to help make that possible. What our men are fighting for has too often been said for them in an easy generality or with a smug cliche. But this I know they regard as fundamental —the right to a job, to a home, nutritious food, decent clothing, recreation, medical care and education. And it's pretty well agreed that our unions are one of the most effective means by which those rights can be made a reality. Mr. DeMille could afford to destroy his union. I can't."

Grove Labs. Test

GROVE LABS., St. Louis, has appointed William H. Weintraub Co. to handle advertising of "Veds", a new multiple vitamin product, and is sponsoring MBS commentator Fulton Lewis jr. locally on WOLF Syracuse as part of a test campaign in that area.

Star Parade Led NBC '44 Promotion

Slide Film, Movie, Show Media Used in Extensive Campaign

GREATEST promotion campaign ever undertaken by NBC and its affiliated stations, the 1944 Parade of Stars promotion during the last three months of 1944 comprised on-the-air promotion amounting to $432,245, based on lowest station rates; nearly 1,500,000 lines of advertising in 517 newspapers in 34 cities with a combined circulation exceeding 38,000,000; more than a billion impressions made by local displays, including 18,465 car cards, 407 window and other displays and 459 billboards; an eight-week movie trailer campaign featuring network stars, shown to more than 28,000,000 people in 726 theatres in 112 station cities; 407 direct mail pieces distributed to 6,831,365 persons.

Film Shown

These statistics were revealed in a slide film and motion picture presentation by Charles P. Hammond, NBC director of advertising and promotion, Thursday at an exhibit and luncheon at the Waldorf-Astoria, New York, attended by sponsors, advertising agency executives, NBC executives and representatives of the press. Roy C. Witmer, NBC vice-president in charge of sales, spoke briefly at the luncheon.

Pointing out that the 1944 Parade of Stars was designed for flexibility, Mr. Hammond said that every NBC commercial program is covered by the material sent the stations and can be used throughout the year in whatever promotional circumstances may develop. Individual station promotions have included personal appearances of stars, parades, exhibits at state and county fairs and a Parade of Stars month officially proclaimed by a city's mayor, he reported.

Exhibit will be shown Feb. 21 at the Palmer House, Chicago, and April 9 at the Beverly Hills Hotel, Beverly Hills, Cal.

IN PHILADELPHIA

1ST. IN SPORTS

10,000 WATTS DAY & NIGHT

Philadelphia's Most Powerful Independent

WIBG

SELLS! SELLS! SELLS!

XUM

War shortages crop up in strange materials. Mica, for instance. Once seen principally in the windows of stoves, and in small boys' pockets, it is now used extensively as electrical insulation. In some war products, it is virtually indispensable: capacitors for radio, spark-plugs for airplane engines, insulators in electronic tubes.

With demand mounting, manufacturers were desperate. A four-man technical mission flew to London to help ration the world's supply between the United States and Great Britain. The shortage was serious.

The War Production Board, convinced that much mica was classified too low when judged by appearance alone, asked Bell Telephone Laboratories to develop a new method of electrical tests. The Laboratories were able to do this quickly and successfully because of their basic knowledge and experience in this field.

The new tests were made available to manufacturers in this country and abroad—the supply of usable mica was increased 60% — and a difficult situation relieved.

Skill to do this and other war jobs is at hand in Bell Laboratories because, year after year, the Laboratories have been at work for the Bell System.

BELL TELEPHONE LABORATORIES

Exploring and inventing, devising and perfecting for our Armed Forces at war and for continued improvements and economies in telephone service.

PITTSBURGH—
all wrapped up for you—
WE DELIVER!

ALLEGHENY BROADCASTING CORP.
National Representatives: SPOT SALES, INC.

Westinghouse Extends Functions of Agency

WESTINGHOUSE Electric & Mfg. Co., Pittsburgh, which has placed the radio phase of its institutional advertising through McCann-Erickson Inc., New York, has appointed the agency to handle virtually all institutional promotion. Appointment, effective Feb. 1, covers newspaper, financial and technical advertising, youth and educational programs, formerly handled by Ketchum, MacLeod & Grove Inc., Pittsburgh, which is said to retain the industrial relations portion of the account. McCann-Erickson acquired institutional radio in January 1944 after Young & Rubicam Inc. had resigned as agency for this phase. Fuller & Smith & Ross Inc., New York, continues as agency for product advertising, which includes a spot campaign for Mazda lamps.

Sponsor of two institutional programs on NBC and Blue, Westinghouse last Sunday through McCann-Erickson added a Sunday half-hour on WQXR New York, featuring Mme. Olga Samaroff Stokowski, music authority who discusses the classics using musical illustrations, answers listeners' questions and interviews musical personalities. Essentially an institutional series the programs will mention radio sets and other Westinghouse products.

Fred Fear on 20

FRED FEAR & Co., Brooklyn, about March 19 begins its annual campaign for Chick-Chick and Presto Easter egg dyes through Williams Adv., New York. One-minute live spot announcements at varying intervals will be used on 20 stations throughout the country for the two-week period preceding Easter, April 1. Stations include WOR KNX WCKY WTOP WGN WTAM KSTP WHAM WJR KMOX WBZ KSL WCAU KOA WGY WSB KDKA WWL KIRO WHAS.

Blue News Round-Up

ROUND-UP report from Blue Network representatives in various areas abroad started last week on the Blue as a five-weekly quarter-hour program, recorded on receipt and rebroadcast 4:30-4:45 p.m. Vincent Sheean, author, is heard Monday and Wednesday in a report from Europe; Janet Flanner, New Yorker magazine, Tuesday, and Herbert M. Clark, war correspondent Thursday, both reporting from Paris; and Harold Peters, John Bryson and Donald Coe alternating Friday "from abroad".

SLOAN CUTS RADIO BUDGET FOR 194

MAJOR PORTION of the 1945 advertising budget for Sloan's Lini ment will go into newspaper and magazine space, supplemented by spot radio and trade papers, it was announced last week through Wesley Assoc., New York, which took over the account last month from Warwick & Legler Inc., New York.

Plan represents a radical departure from the company's advertising policy for the past 12 years to concentrate promotion in radio, it was pointed out. Dr. Earl Sloan Inc., as a subsidiary of William R. Warner Co., New York has sponsored a sequence of network programs dealing with efforts to combat crime. The last, *Gangbusters*, was discontinued on 91 Blue stations when the company officially shifted agencies in January.

Network radio cannot do the necessary job for Dr. Sloan promotion because "it's a multiple-insertion job," calling for frequent small ads, an agency spokesman explained. Shifting the bulk of the budget to space, Sloan has scheduled straight selling copy in 159 dailies, 55 Negro and six foreign language papers, 2,531 weeklies and 25 national magazines, "spiked" by a series of 140-line human interest ads featuring situations which frequently result in muscular aches and pains. Details of the spot radio campaign have not been completed. Sloan's has been merged with 13 other Warner drug and toiletry companies into a new unit, Standard Labs Inc. [BROADCASTING, Jan. 16].

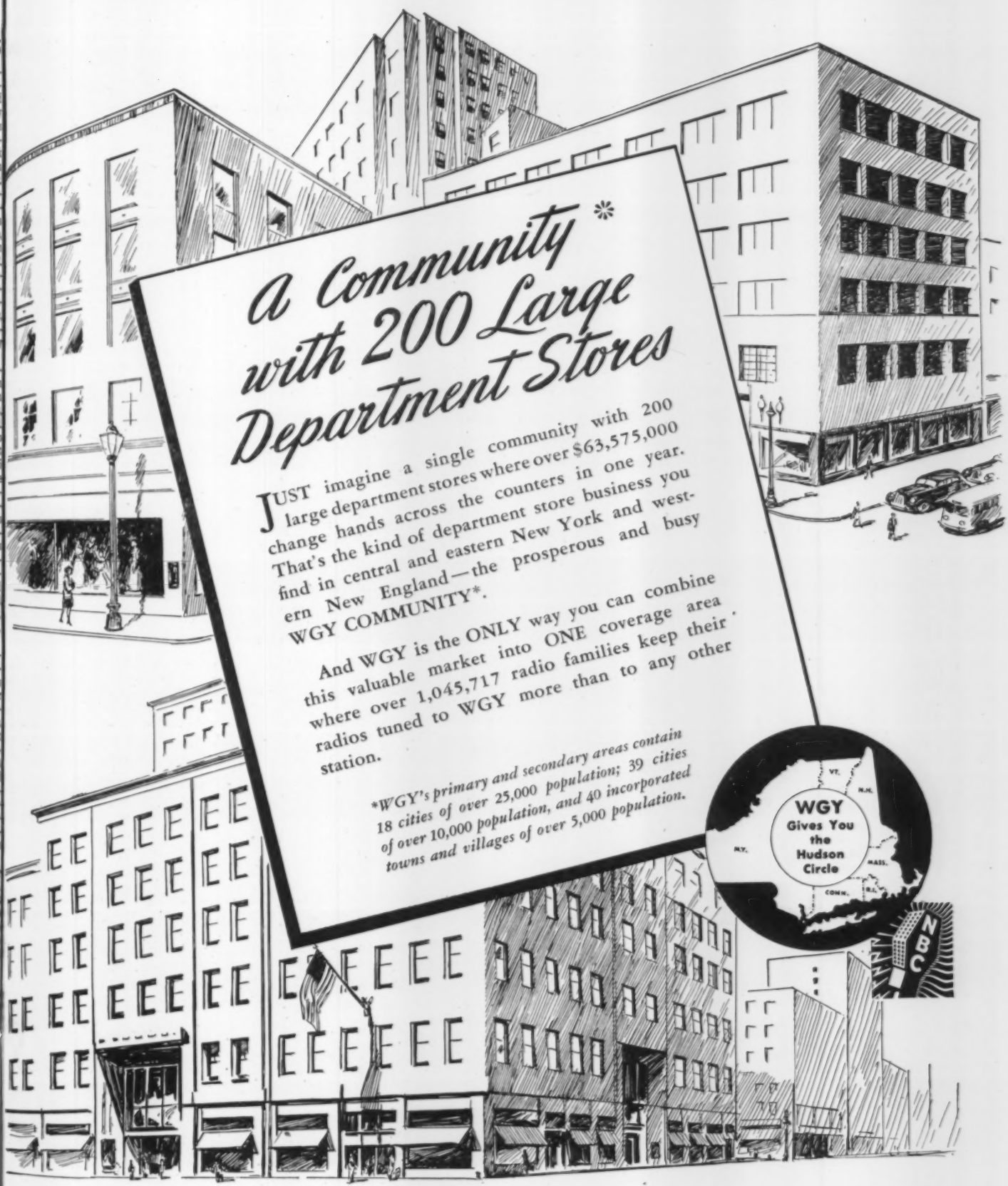
Action recalls the statement issued by H. J. Heinz Co., Pittsburgh, in announcing last fall plans for a localized national newspaper drive, that bulk of its future advertising would go to newspapers. Statement followed announcement that Heinz would discontinue *Information Please* on NBC Feb. 5. A local newspaper campaign was said to have the advantages of flexibility, allowing wider choice of markets and ability to adapt advertising to changing economic conditions and different preferences in various regions.

Also in the interests of greater flexibility Manhattan Soap Co. dropped one of its two network programs to concentrate on one show and on new, localized drive which would easily be adapted to whatever war contingencies should arise, affecting the product.

National Sales Representatives · SPOT SALES, INC., New York · Chicago · San Francisco

IN EASTERN NORTH CAROLINA
WRRF
COMPLETELY COVERS THIS HUNDRED MILLION DOLLAR MARKET
Over 600,000 Population
67,144 RADIO HOMES
6,188 Retail Outlets
Annual RETAIL SALES
Over $100,000,000
Write Us Today for Our New Informative Folder
TARHEEL BROADCASTING SYSTEM, INC.
WASHINGTON, NORTH CAROLINA
National Radio Representatives
FORJOE & CO.
New York · Chicago · Philadelphia

U.P.
THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE
United Press


A Community* with 200 Large Department Stores
JUST imagine a single community with 200 large department stores where over $63,575,000 change hands across the counters in one year. That's the kind of department store business you find in central and eastern New York and western New England—the prosperous and busy WGY COMMUNITY*.
And WGY is the ONLY way you can combine this valuable market into ONE coverage area where over 1,045,717 radio families keep their radios tuned to WGY more than to any other station.
*WGY's primary and secondary areas contain 18 cities of over 25,000 population; 39 cities of over 10,000 population, and 40 incorporated towns and villages of over 5,000 population.
WGY Gives You the Hudson Circle
VT.
N.H.
N.Y.
MASS.
CONN.
R.I.
NBC

GENERAL ELECTRIC

WGY-217

WGY

50,000 watts — NBC — 23 years of service

SCHENECTADY, N. Y.

REPRESENTED NATIONALLY BY NBC SPOT SALES

COLUMBIA AFFILIATE
WLAW
Serving
NEW ENGLAND'S
3rd LARGEST
CONCENTRATED
AUDIENCE
5000 WATTS
680 KC
THE VOICE
OF NORTHERN
NEW ENGLAND
LAWRENCE
MASS.
NATIONAL REPRESENTATIVES:
THE KATZ AGENCY, INC.

IBEW Proposal to Dispose of NABET Would Halt Construction by the Blue

A PROPOSED program to dispose of the National Assn. of Broadcast Engineers & Technicians (NABET) before it becomes, through possible affiliation with the CIO or another labor group, a strong rival of the International Brotherhood of Electrical Workers, was revealed last week in the February issue of the *Journal of Electrical Workers & Operators*, official publication of the IBEW.

In recommendations contained in a memorandum prepared by the chairman of the broadcast advisory committee of the IBEW, during a meeting held Dec. 19 in Chicago, for the consideration of the International Office, the membership was told:

> You have all seen the amount of publicity given to this allegedly "independent labor organization" by the trade paper BROADCASTING, the (perhaps unofficial, but nevertheless articulate)) mouthpiece of the NAB. This is readily understandable when one considers that it is worth a cool million per year to NAB to keep its ill-whelped offspring active in the field of broadcast organization.
>
> The threat of NABET, as a labor organization, to the IBEW in the broadcasting field is negligible. The possibility of its membership being used as an entering wedge by some other labor group, such as the IATSE, the CIO, or (this is not outside the realm of possibility) the AFM is, however, not to be dismissed without serious thought . . .

The memorandum urges a three-point program calling for the full organization of the entire radio station engineering personnel by the IBEW and advocates as part of the plan collaboration with building trades unions to halt construction of additional facilities by the Blue Network, which the union declares will be required by the Blue. "A few experiences of this sort," it is stated, "would indicate to the management of the Blue Network the advisability of establishing friendly relations with the IBEW".

Engineers at Blue and NBC managed and owned stations are members of NABET.

WROX to Imes Sr.

CONSENT was granted by the FCC last week to voluntary assignment of license of WROX Clarksdale, Miss. from Robin Weaver Sr. to Birney Imes Sr. Both were former co-owners of a newspaper in Philadelphia, Miss. for 13 years and applicants for new station at Murfreeboro, Tenn. The latter application was withdrawn in October 1943. Mr. Imes at one time operated WCBI Columbus, Miss., now owned by his son, Birney Jr. who also operates several other local stations.

KMYR Transfer Granted

VOLUNTARY assignment of license of KMYR Denver was granted by the FCC last week from F. W. Meyer, sole owner, to KMYR Broadcasting Co., a new corporation of which Mr. Meyer is president and in which he holds majority interest (250 shares). Albert G. Meyer, station manager, has subscribed to 247 shares at approximately $100 per share. He now holds a single share. Station operates on 1340 kc with 250 w.

Valentine Broadcast

ST. VALENTINE'S Day will be observed by an American Expeditionary Station of the Pacific Ocean Network through an all-day program dedicated to all Navy men there whose Fleet Post Office number is 926. Those at home can V-Mail music requests to the station care of American Expeditionary Station, Navy, No. 926, FPO San Francisco.

WLEU Challenge Grant to WER

Charges FCC Action Penali Petitioner for War Effort

WLEU Broadcasting Corp., lic see of WLEU Erie, Pa., last w filed petition with the FCC, ask the Commission to set aside a c struction permit granted Presque Isle Broadcasting licensee of WERC Erie, to cha frequency from 1490 to 1230 k

Through Dow & Lohnes, Wa ington counsel, WLEU pointed that on Dec. 2, 1941, it filed petit to change frequency from 1450 to 1260 kc and to increase pow from 250 w to 5 kw days and 1 nights, using directional ante for nighttime, but withdrew petition without prejudice becau of construction freezes.

Petitioner was denied a requ to intervene on Feb. 1 by Harry Plotkin, presiding officer at Motions Docket. WERC filed ap cation last June 7 and was gran a construction permit Sept. WLEU asks the Commission to aside its grant and reconsider WERC application, contending th the Commission's standards of go engineering practice do not per allocation of stations to operate the same city with only 30 kc se aration. If the grant is allowed stand WLEU contended it would precluded from ever operating 1260 kc with 5 kw power.

In withdrawing its applicati of 1941 WLEU contended it had mind refiling after materials became available, and to that e expended a large sum in legal a engineering fees and purchasing site for directional antenna. does not seem in the public inter that petitioner should be penali for its efforts to forward the w effort," petition recited. The WE action also deprives Erie of regional channel facility on 1 kc, it continued.

WCBW, CBS television station in N York, will move its program sch ule up a day sometime next mon presenting sight-and-sound progra each Wednesday and Thursday place of the present Thursday-Fri schedule.

COVER THIS RICH
SUBSTANTIAL MARKET
WITH A SINGLE MEDIUM
KWKH
THE SHREVEPORT TIMES STATION
50,000 Watts CBS
THE BRANHAM CO.

REACH THE Active
SALT LAKE MARKET
THROUGH
KDYL
UTAH'S NBC STATION
Utah has one of the highest per capita ratings as a radio listening market.
JOHN BLAIR & CO. National Representative

SPORTS
MUSIC
NEWS
W ★ H ★ N
50,000 WATTS
DIAL 1050

NEWSCAST CLEANUP PUSHED IN ST. LOUIS

QUOTING from an editorial in BROADCASTING, the *St. Louis Post-Dispatch* on Feb. 5 devoted its lead editorial, titled "The Revolt Against Radio Plug-Uglies" to the increasing support of the Pulitzer paper's suggestion that networks should lead in eliminating middle commercials and objectionable sponsorship in newscasts.

Below the Fitzpatrick cartoon, the *Post-Dispatch* carried letters from John W. Vandercook, president of the Assn. of Radio News Analysts, and from Raymond Gram Swing, Blue commentator, endorsing the paper's forthright stand. The letters-to-the-editor column also contained numerous references to newscast commercials as "pet peeve". A California writer mentioned "raw advertising," while a Washington writer referred to "God-awful tripe" and an Illinois man wrote, "The wireless is now in the age, and it should be doing better."

The Fitzpatrick cartoon, titled "The Sublime and the Ridiculous" pictures a station labelled "Radio Networks" sending out flashes: "World Crisis news, try our colic cure; Americans enter Manila, buy our pills." Front page of the *Post-Dispatch* carried a box calling attention to the editorial line-up.

McAndrews Shifted

TRANSFERS in the War Dept., Army Air Forces Group, have created new positions for two ex-radiomen now in the Army. Capt. Robert J. McAndrews is now radio officer, AAF Group, replacing Capt. Edmund B. Abbott, who has moved to headquarters office, Radio Branch, Office of Information Service, AAF. Both are stationed at the War Dept. Before entering the service, Capt. McAndrews was sales promotion director for NBC western division, with headquarters in Hollywood. Prior to that he was with KPO-KGO San Francisco as script writer and promotion manager. Capt. Abbott was formerly with WCCO Minneapolis, WBBM Chicago, and assisted in the organization of KSL Salt Lake City.

Capt. McAndrews

DISTINGUISHED service and outstanding civic contributions to Richmond wins for Irvin G. Abeloff, program service manager of WRVA Richmond, a Distinguished Service Key Award, plus designation of "Man of the Year". Rev. Churchill J. Gibson, representing Richmond Junior Board of Trade presents award to Mr. Abeloff.

STATIONS NOT WAR PLANTS, AFM HOLDS

CONTENDING that radio stations are not war plants, and therefore are in the same category as Montgomery Ward as far as the enforcement powers of the War Labor Board are concerned, the American Federation of Musicians last week asked the Board to reconsider the Jan. 13 decision of the Sixth Regional WLB denying the union's request for employment of musicians as platter turners at WJJD Chicago. The AFM appeal cited the decision of the Chicago Federal Court limiting the seizure power of the WLB to war industries.

The Regional WLB directive in the dispute, in turning down the AFM demand for a special staff for platter turning, ordered the station to continue to employ a minimum of 10 staff musicians under a one-year agreement from the expiration of the last contract.

The station also filed a petition for review, pointing out that the quota system in force was imposed upon the station and objecting to the one-year provision as being too short a term. The parties had previously agreed to a three-year contract, the petitions set forth.

Morris H. Siegel

MORRIS H. SIEGEL, 44, former New York insurance counselor who built up his operations by extensive use of radio, died last Monday at his home in Dallas, Texas. Mr. Siegel had been in Dallas since last September with an organization checking public utility rates. His insurance business started failing after a court suit which was later reversed in his favor. According to the trustee in bankruptcy for his firm, the Policyholders Advisory Council, Mr. Siegel was refused time on stations because of unpaid bills and with the radio announcements gone, his business collapsed.

Walter Stone

WALTER STONE, 52, studio director of KBUR Burlington, Ia. and playwright and composer, died at Mercy Hospital Feb. 5 following an illness of about a year. Born in Burlington in 1892, Mr. Stone attended the school of music of the U. of Iowa. He has written and directed a number of plays and songs. More than 250 of his published songs are now being used.

BLUE NETWORK
WFMJ
YOUNGSTOWN, O.

28th
U. S. METROPOLITAN DIST.
MORE LISTENERS PER DOLLAR

Ask HEADLEY-REED

New York, Chicago, Detroit, Atlanta
San Francisco

IF YOU SELL
FOOD
(OR FURS OR FUSES)

ASK YOUR DISTRIBUTOR ABOUT
KDAL, DULUTH

Duluth is among the first 100 cities in America. The nine-county KDAL primary area (the largest primary area of any of the stations at the Head-of-the-Lakes) contains 376,723 people who spend nearly $130,000,000 annually. *You* figure out how many carloads of soup and salad-oil that means!

Thanks to its favorable 610 frequency, KDAL's 1000 watts puts a stronger signal throughout this market than any station, *anywhere*. For instance, an independent coincidental daytime survey made in Virginia, Minnesota (60 miles from Duluth, and with an NBC station of its own) showed that KDAL had more than nine times the audience of the other Duluth station, with more than 70% as large an audience as the local Virginia NBC station!

KDAL, Duluth, is the buy for the Head-of-the-Lakes. Don't take our word for it. Ask your local distributor. He *knows* — and ten to one he'll say "KDAL"!

1000 WATTS . 610 KC . CBS
FREE & PETERS, INC., Exclusive Representatives

4,955,144 spindles spinning VICTORY

...daily producing cotton cloth to wrap around the world. Produced from "picker to bolt" in the 16-county WSPA Primary Area.

CBS
WSPA
SPARTANBURG, SOUTH CAROLINA
Home of Camp Croft
5000 watts Day, 1000 watts Night
950 kilocycles, Rep. by Hollingbery

VANT TO BE AL-O-NE IN ISOLATION (Ky.)?

You *would* be alone there, pal—practically! Of course there'd be a few hillside farmers for company. But such small Kentucky communities really offer slim business pickings—which is why WAVE prefers to concentrate on the Louisville Trading Area with its plump-pursed residents who spend more in an hour than Isolation would in a century!... No, we're not Isolationists—and that's why our rates are lower! Ask Free & Peters!

LOUISVILLE'S WAVE

5000 WATTS ... 970 K. C. ... N. B. C.

FREE & PETERS, INC.
National Representatives

HORACE N. STOVIN AND COMPANY
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

Today's BEST BUYS
AUDIENCE TESTED FOR BUSY TIME BUYERS

A full page of them in the March 5 issue of BROADCASTING on stations

REPRESENTED BY RAMBEAU

Time Sales

(*Continued from page 13*)

placed on regional and local stations.

In the magazine group, the greatest gains were made among *specials* such as home, travel, sport and similar magazines where volume rose 34% as compared with the general gain of 18%, according to *Publishers' Information Bureau* reports. The 18% gain in weekly magazine advertising reflected the paper situation. Advertising in women's and in general magazines rose 26% during the year.

Paper Shortage

Newspaper linage was conditioned by paper problems, as indicated by *Media Records'* 52-city report. Of the 2.5% decline in newspaper linage, retail volume dropped 1.6% and department store linage tumbled 6.2%. Automotive volume declined 2.7% and total display advertising 0.9%. The only gains recorded were in general advertising (product advertising), which rose 1.4%, and financial advertising, which increased 3.4%.

According to data gathered by Publishers' Information Bureau, increases in national network *gross billings* were general throughout the different product classes. There were no decreases, although several product groups registered only small gains as compared to the preceding year's level. Principal among these were the cigarette, cigar and tobacco classifications, which increased only 1.6% over 1943; laundry soaps and household supplies, which rose 5.9%, and lubricants and fuel, which increased 8.2%.

On the other hand, the trend toward greater diversification of network sponsorship, particularly noticeable during the past two years, gained increased momentum in 1944. A great deal of this diversification came from two classes of products: (1) luxury items and (2) products advertised institutionally in anticipation of postwar buying.

In the first category, jewelry and silverware advertising nearly doubled in volume, sporting goods volume rose 55.1%, travel advertising increased from $8,424 in 1943 to $339,631 in 1944, amusement advertising quadrupled, and wine and beer advertising rose 20.5%. Shoe advertising tripled, mainly due to increased volume in women's and children's shoes.

Anticipation of postwar buying is indicated in the following increased use of network advertising by specific product classes: Automotive 30%, mainly in the tire and accessory groups; building material, 26%; house furnishings, especially kitchen equipment and general furnishings, 74.7%; farm machinery, a more than tenfold increase; paints and hardware, especially paints, a rise from $159,649 in 1943 to $1,083,148 in 1944, and radios, etc., 52.2%.

Clothing advertising increased 13.5%, confectionery and soft drink volume, 22.7%; drugs and cosmetics, 21.8% and food products, 26.8%.

Featured in the *Yearbook* analysis is a 10-year breakdown of broadcast advertising covering 1935-1944—the first full decade during which volume has been recorded.

Big Gain in Decade

Broadcast advertising *net time* sales have increased approximately 3¾ times since 1935—from $79,617,543 in 1935 to an estimated $285,100,000 in 1944. National network volume has more than tripled, while local volume has experienced a slightly less than threefold increase. Spot advertising, which first gathered momentum in 1933 and 1934, rose during the period to more than five times its 1935 level—from approximately $14,000,000 in 1935 to an estimated $75,000,000 in 1944. Until recently, local advertising had continued to be the laggard and only the recent war years have tended to reverse that trend.

During the past decade, the *Yearbook* analysis discloses, broadcast advertising has experienced only one minor recession. This was in 1938 when generally curtailed business activity was reflected in a slight decline in network revenue and in a drop of about $3,000,000 in local volume.

The 10-year analysis published in the *Yearbook* breaks down broadcast business by type of advertising, commodity groups, geographical volume, and the prospective future course. The *Yearbook* analysis is the eleventh produced by BROADCASTING and follows the formula originally developed in collaboration with Herman S. Hettinger, noted economist and former associate professor of marketing of the U. of Pennsylvania.

ESTIMATED NATIONAL NETWORK GROSS BILLINGS BY PRODUCT GROUPS

Product group	Gross billings 1943	% Total	Gross billings 1944	% Total
1 Automobiles & accessories	$7,352,267	4.8	$9,554,665	5.0
2. Building materials	2,465,464	1.6	3,115,404	1.7
3. Cigars, cigarettes & tobacco	19,075,006	12.6	19,363,196	10.1
4. Clothing & drygoods	1,150,749	0.7	1,342,202	0.7
5. Confectionery & soft drinks	8,368,312	5.5	10,281,200	5.4
6. Drugs & toilet goods	43,706,407	28.7	53,236,498	27.9
7. Financial & insurance	1,041,972	0.7	2,109,901	1.1
8. Foods & food beverages	33,559,737	22.1	42,567,410	22.4
9. Garden & field	.....	.....	19,112	1.8
10. Household & furnishings	1,365,556	0.9	2,391,824	
11. Jewelry & silverware	692,387	0.5	1,380,692	0.8
12. Lubricants, fuel, etc.	7,020,615	4.6	7,652,746	4.0
13 Machinery, farm equipment, etc.	62,910	0.1	767,642	0.4
14. Paints & hardware	159,649		1,083,148	0.6
15. Radios, phonographs, etc.	2,457,532	1.5	3,743,882	1.9
16 Shoes & leather goods	187,730	0.1	515,916	0.2
17. Laundry soaps & household supplies	11,572,812	7.6	12,260,429	6.4
18. Sporting goods	422,827	0.3	656,040	0.3
19 Stationery & publishers	2,488,713	1.6	5,248,874	2.7
20 Travel & hotels	8,424	1.4	339,631	0.2
21. Beer & wines	2,239,899		2,699,168	1.4
22. Miscellaneous	7,245,269	4.7	10,347,496	5.5
Total	$152,643,877	100.0	$190,677,076	100.0

* Source: Publishers' Information Bureau.

Chrysler Musical

CHRYSLER Corp., Highland Park, Mich., beginning Feb. 8 is presenting an all-musical series on its CBS Thursday 9-9:30 p.m. period regularly occupied by *Major Bowes' Amateur Hour*. Featuring Morton Gould's orchestra and guest stars "graduates" from the *Amateur Hour* the replacement will continue until the Major recovers from an illness. Title is *Major Bowes' Shower of Stars*. Since the Major's illness, recent broadcasts have been turned over to the March of Dimes, Army, Navy and Red Cross shows. Agency is Ruthrauff & Ryan Inc., New York.

KYW
PHILADELPHIA
50,000 WATTS
WESTINGHOUSE RADIO STATIONS Inc

STATION BROADCAST REVENUES BY STATES: 1935-1939-1943

State and area	Revenues (000's) 1935	1939	1943	% increase 1935-1943	% increase 1939-1943
United States	$52,325	$89,991	$154,051	194.5	71.1
New England	3,664	5,888	10,543	187.2	75.9
Connecticut	592	1,258	2,344	290.7	84.4
Maine	250	515	840	236.0	63.1
Massachusetts	2,184	3,203	5,676	158.1	77.2
N. H.-Vermont	143	248	460	221.6	85.5
Rhode Island	495	664	1,223	144.8	84.2
Middle Atlantic	11,423	18,977	28,024	163.4	47.4
New York	5,546	9,725	16,463	120.1	35.0
New Jersey	2,392	3,224	1,082 [1]		
Pennsylvania	3,485	6,028	10,479	199.6	74.7
South Atlantic	4,514	8,866	20,334	351.8	125.9
Del.-Maryland	874	1,565	3,406	290.0	117.2
District of Columbia	740	1,121	2,584	249.2	130.7
Florida	580	1,352	2,791	381.2	106.6
Georgia	585	1,109	2,799	374.4	152.2
N. Carolina	666	1,357	2,957	344.0	117.4
S. Carolina	186	363	1,276	586.0	248.7
Virginia	539	1,186	2,583	378.3	115.4
West Virginia	344	813	1,938	463.3	138.3
East North Central	13,008	20,881	33,503	157.7	59.5
Illinois	3,866	6,672	6,750	73.1	71.8
Indiana	839	1,662	3,621	331.1	118.1
Michigan	2,843	4,102	7,139	151.1	74.1
Ohio	4,436	6,843	13,039	193.6	90.6
Wisconsin	1,024	1,511	2,954	188.4	95.6
West North Central	5,690	10,831	18,769	229.3	70.6
Iowa	1,172	1,952	3,625	209.3	85.9
Kansas	382	862	1,583	314.4	83.5
Minnesota	1,107	2,336	3,812	246.3	62.9
Missouri	2,133	3,800	6,267	194.2	64.7
Nebraska	510	1,191	2,097	309.2	74.5
N. & S. Dakota	386	691	1,385	258.8	98.0
East South Central	2,140	4,357	9,833	359.7	125.5
Alabama	355	798	1,887	431.5	136.0
Kentucky	748	1,100	2,153	189.3	95.7
Mississippi [2]	321	641	1,514	371.7	136.1
Tennessee	901	1,818	4,279	375.4	135.1
West South Central	3,684	6,832	13,021	251.9	91.5
Arkansas	[2]	[2]	[2]	[2]	[2]
Louisiana	493	1,326	2,864	373.2	116.0
Oklahoma	785	1,331	2,258	185.8	70.0
Texas	2,221	4,174	7,899	255.8	90.0
Mountain	1,760	3,298	5,324	202.5	61.3
Arizona	218	416	774	250.4	86.0
Colorado	593	1,112	1,714	185.7	45.1
Wyoming	68	65	205 [3]	....	....
Idaho	127	222	363	185.8	63.5
Montana	208	408	535	154.7	30.5
Nevada-N. Mexico	46	259	354	....	....
Utah	500	816	1,379	175.8	69.0
Pacific	6,442	10,060	14,690	128.1	46.8
California	4,646	7,029	9,455	103.3	35.0
Oregon	692	1,161	1,942	177.8	67.4
Washington	1,104	1,870	3,293	199.3	73.3

[1] Shift of WOR from N. J. to N. Y. makes analysis of individual states impossible.
[2] Miss. and Ark. combined in FCC Reports of early years.
[3] Combined with Nevada.

Radio's New Technique

RADIO WAR correspondents are developing reporting techniques quite different from those of the newspaper correspondents, according to Ned Calmer, CBS reporter just back from five months in Europe. Handicapped by having to compress his story into a minute or two daily, or a slightly longer period once a week, and having to go on the air at a certain time, in contrast with the newspaperman who can file his stories as frequently and at as great length as the news warrants, the radio man is becoming a describer or interpreter of events rather than a straight reporter, Mr. Calmer said, giving his listeners the kind of informal and informative report he would make if he were physically present in their living rooms.

Stromberg on WQXR

STROMBERG-CARLSON Co., Rochester, for postwar radio sets on Feb. 5 began a thrice-weekly half-hour musical series, *Treasury of Music*, on WQXR New York. Series features outstanding young musical soloists, accompanied by an orchestra. Program will also be heard on WQXR's FM station, WQWQ. Agency is McCann-Erickson, New York.

Bauer & Black Spots

BAUER & BLACK, Chicago (Blue Jay corn plasters and foot products), will distribute late in February recordings of dramatized one-minute spots to local dealers to be placed on the programs sponsored by the latter. Present indication shows nationwide cooperation of dealers. Production of spots was handled by Henri, Hurst & McDonald, Chicago.

630 KILOCYCLES
5000 WATTS Full Time
BLUE NETWORK
Represented Nationally by
John BLAIR & CO.
KXOK
ST. LOUIS, MISSOURI

SOUTH BEND
Knows
WHAT HOOPER
Shows

TIME	WSBT	STATION "A"	STATION "B"	STATION "C"	STATION "D"	OTHERS
MORNING MON. THRU FRI. 8:00-12:00 A.M.	49.8	12.9	17.0	8.6	7.8	3.9
AFTERNOON MON. THRU FRI. 12:00-6:00 P.M.	41.4	22.0	12.3	10.0	7.5	6.8
EVENING SUN. THRU SAT. 6:00-10:00 P.M.	47.1	24.4	3.9	9.9	12.8	1.9

HOOPER STATION LISTENING INDEX
May through September, 1944

The man on the ground, the local merchant, needs no "Hooper" to show him what he already knows! Waiting lists for local time prove that only WSBT *covers* the South Bend market. More than 100 network and national advertisers know it, too!

PAUL H. RAYMER CO.
National Representatives

COLUMBIA NETWORK

WSBT
SOUTH BEND

1000 WATTS • 960 KC.

CRYSTALS
HOLLISTER CRYSTAL CO.
Boulder Colorado
QUARTZ OSCILLATORS SINCE 1927

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
DEDICATED TO THE
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

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CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.
MO 2-7859

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Garo W. Ray
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Hilltop Drive Stratford, Conn.

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Consulting Radio Engineers
AM FM TELEVISION FACSIMILE
FIELD OFFICE
Nat'l Press Bldg. Wash. 4, D. C.
Room 892 NA. 7846

BUY WAR BONDS

Actions of the FEDERAL COMMUNICATIONS COMMISSION

FEBRUARY 3 TO FEBRUARY 9 INCLUSIVE

Decisions . . .

ACTIONS ON MOTIONS

FEBRUARY 5

WSOO Sault Ste. Marie, Mich.—Granted in part motion for continuance of hearing on license renewal set Feb. 7 and continued same to Feb. 12.

FEBRUARY 7

Bob Jones College Inc., Cleveland, Tenn.—Granted petition for dismissal without prejudice application for CP new station.

WJZ New York—Granted petition for substitution of name American Broadcasting Co. Inc. for that of Blue Network Company in all pleadings and other documents filed with FCC re proceedings on application of KOB for mod. CP; granted petition for additional time to and including Feb. 19 to file Proposed Findings of Fact and Conclusions.

WKBZ Muskegon, Mich.—Denied motion to amend issue in Notice of Hearing re application for CP; exceptions noted by Counsel for petitioner.

Midwest Broadcasting Co., Milwaukee—Passed over petition for leave to intervene and for enlargement of issues re WREN application.

KHQ Spokane, Wash.—Granted in part petition for continuance hearing on application for license renewal and hearing now set Feb. 15 continued to March 19.

KGA Spokane, Wash.—Same.

ACTIONS BY ADM. BOARD

FEBRUARY 7

KELO Sioux Falls, S. D.—Granted license to cover CP authorizing installation new antenna. Action taken without prejudice to determination of issues in hearing on petition and application for license renewal, pursuant to Multiple Ownership Rule.

KFH Wichita, Kan.—Placed in pending file application for CP new FM station.

Crosley Corp., Columbus, O.—Placed in pending file application for CP new commercial television station.

Zenith Radio Corp., Chicago—Same.

ACTIONS BY COMMISSION

FEBRUARY 8

1340 kc KMYR Denver—Granted vol. assgn. license from F. W. Meyer to KMYR Broadcasting Co., new corp. in which assignor is to own controlling stock.

1450 kc WROX Clarksdale, Miss.—Granted vol. assgn. license from Robin Weaver Sr. to Birney Imes Sr. for $25,000.

620 kc KGW Portland, Ore.—Granted license renewal for regular period.

1190 kc KEX Portland, Ore.—Same.

1320 kc WJAS Pittsburgh—Same.

1410 kc KQV Pittsburgh—Same.

1190 kc WOWO Fort Wayne, Ind.—Same.

Following stations were granted license renewal for period ending 2-1-46: KPOW KRLH KVEC KYSM WKBO.

1450 kc KNOE Monroe, La.—Granted license renewal for period ending 2-1-48.

1390 kc KLPM Minot, N. D.—Granted license renewal for period ending 11-1-47.

NEW-1230 kc Fetzer Broadcasting Co., Grand Rapids, Mich.—Granted license to cover CP new standard station (WJEF) 250 w unlimited. At same time Commission approved letter to Counsel for Ashbacker Radio Corp., Muskegon, denying request that Commission delay final action on Fetzer application.

WALB Albany, Ga.—Granted petition to dismiss application for CP change 1590 kc to 1550 kc and make changes DA, and application for assgn. license from Herald Pub. Co.

W9XUI State U. of Iowa, Iowa City—Granted license renewal of experimental television station for period ending 2-1-46; conditions.

Tentative Calendar . . .

FEBRUARY 16

Further Consolidated Hearing

Central Broadcasting Co., Wilkes-Barre, Pa.—CP 1240 kc 250 w unlimited.

Northeastern Pennsylvania Broadcasters Inc., Wilkes-Barre, Pa.—Same.

Key Broadcasters Inc., Wilkes-Barre, Pa.—Same.

WBAX Wilkes-Barre, Pa.—License for 1240 kc 100 w unlimited.

Applications . . .

FEBRUARY 5

NEW-45.7 mc WNBH New Bedford, Mass.—CP new FM station, amended to change coverage to 4,303 sq. mi., change type of trans. and antenna changes.

NEW-1490 kc Adelaide Lillian Carrel, Wichita, Kan.—CP new standard station, 250 w unlimited.

920 kc KFNF Shenandoah, Ia.—Transfer of control from Henry Field to Midwest Broadcasting Co.

NEW-1430 kc Coeur d'Alene Broadcasting Co., Coeur d'Alene, Ida.—CP new standard station on 960 kc 1 kw unlimited, amended to request 1430 kc and install DA-DN.

NEW-1450 kc Evening News Press, Port Angeles, Wash.—License to cover CP new standard station (KONP).

680 kc KPO San Francisco—CP install new vertical antenna and make changes in ground system (dismissed at request of applicant).

FEBRUARY 7

1430 kc WHEB Portsmouth, N. H.—CP change 750 kc to 1430 kc, change 1 kw unlimited to 1 kw D 250 w N unlimited.

NEW-44.5 mc The Valley Pub. Co., Harlingen, Tex.—CP new FM station, 1,515 sq. mi., $13,350 estimated cost.

NEW-46.5 mc Brownsville Herald Pub. Co., Brownsville, Tex.—CP new FM station, 632 sq. mi., $13,350 estimated cost.

NEW-48.5 mc Valley Evening Monitor Inc., McAllen, Tex.—CP new FM station, 908 sq. mi., $13,350 estimated cost.

FEBRUARY 8

NEW-44-50 mc Raytheon Mfg. Co., New York—CP new commercial television station on 44-40 mc (as specified in proposed allocation) ESR 7600.

1340 kc WBRW Welch, W. Va.—Transfer of control from J. W. Blakely, Gladys H. Blakely and J. Read Werner to Joe G. Hunt, W. R. Keyser, Ella Landreth, Clarence H. Frey and Robert O. Greever.

NEW-1340 kc The Brockway Co., South of Massena, N. Y.—Petition filed for consideration and grant under FCC Policy of 1-16-45 of application for CP new standard station 250 w unlimited.

NEW-1340 kc John M. Spottswood, Key West, Fla.—Same.

910 kc KVAN Vancouver, Wash.—Petition filed for consideration and grant in part for 500 w D 250 w N under FCC Policy of 1-16-45 of application for CP change 910 kc to 930 kc, change hours operation from D to unlimited with 500 w, install DA-DN and move trans.

FEBRUARY 9

NEW-47.1 mc Ohio Broadcasting Co., Marion, O.—CP new FM station, 2,827 sq. mi., $24,250 estimated cost.

NEW-45.5 mc WKBB Dubuque, Ia.—CP new FM station, 7,900 sq. mi., $11,300 estimated cost.

NEW-46.3 mc WING Dayton, O.—CP new FM station, 14,140 sq. mi., $33,000 estimated cost.

1470 kc WTAW College Station, Tex.—Petition filed for consideration and grant under FCC Policy of 1-16-45 of application for CP change 1150 kc to 1470 kc and change hours operation from D to unlimited.

NEW-1230 kc Bremerton Broadcasting Station, Bremerton, Wash.—Application for CP new standard station 250 w unlimited returned at request of attorney.

"KEEP SHIPPING MONTHLY"
wires Eugene Tanner, **WSIX**
THE SHADOW
Available locally on transcription—see **C. MICHELSON** 67 W. 44 St., N.Y.C.

Ruling Reversed

APPELLATE Division of New York Supreme Court on Friday reversed a decision denying the examination of Edward J. Noble, Chairman of the Board of the Blue Network, before the trial of suit of Donald Flamm against Mr. Noble now pending in the New York Supreme Court. Action is for $1,925,000 damages, based on Mr. Noble's purchase of WMCA New York from Mr. Flamm. Handelman & Ives, attorneys for Mr. Flamm, announced they will examine Mr. Noble at the earliest possible date.

Committee Complete

WITH the addition of Sen. Hugh B. Mitchell (D-Wash.) and Sen. Frank T. Briggs (D-Mo.) membership in the New Senate Interstate Commerce Committee is now complete. Sen. Mitchell replaces Sen. Bone of the same State and Sen. Briggs is in Vice-President Truman's former place.

Price Thanks Newsmen

"THANKS and appreciation" to the news broadcasters and editors of America were offered by Director Byron Price of the Office of Censorship for their conduct in regard to the current Big Three Conference.

LT. ROBERT ALLER, engineer of WFBL Syracuse and communications officer in the New York State Guard, was temporarily released from station duties when the State Guard was mobilized to assist in the regional fuel crisis.

BOB FRIEND and **WILLIAM MOATS** have joined WWNC Asheville, N. C. as transmitter engineers.

PAUL R. DOUGHERTY, former technician in the Army Air Forces, is now with the engineering department of KYW Philadelphia.

VARVARA YAKOUNCHIKOFF, former chief engineer of WWRL Woodside, N. Y., has joined the engineering department of WLIB Brooklyn.

ROBERT STAAB, released from the Army, has been added to the engineering staff of WCKY Cincinnati.

FRANK FIGGINS, released from the Army, has resumed his former post as NBC Hollywood maintenance supervisor.

JOHN W. KIRSCHNER, Cleveland sales representative for the RCA tube and equipment division, has been named sales representative for the East and will work under direction of L. S. Thees, manager of the equipment tube sales section at the RCA plant at Harrison, N. J.

Harlan Starkey Is Named Chief, NAB News Bureau

NEWS BUREAU of the NAB has been restaffed with Harlan (Bruce) Starkey as chief, the NAB announced last week. He replaces Walt Dennis who resigned in October 1943. The Bureau will provide broadcasters with general information, historical data, educational and promotion material.

Mr. Starkey started in radio with WCHS Charleston, W. Va. in 1932 as commercial manager. For the last ten years he has been a freelance writer and publicity counsel in Chicago. Before his radio affiliations, he was a reporter with the *Miami Herald* and the *Miami Tribune*, was associated for several years with West Virginia papers, while maintaining a part-time contact with the R. M. Ludwig Advertising Agency of Wheeling, W. Va.

Gum Labs. Plan

GUM LABS Inc., Clifton Heights, Pa., will sponsor a new half-hour show, as yet not titled, beginning March 18 for Ivoryne chewing gum, 1:30-2 p.m. on 64 Mutual stations, and wil drop *Hello Sweetheart, Hello* from the Blue March 10. The story in the Jan. 29 BROADCASTING was incorrect. Program will originate in Chicago. Agency is McJunkin Adv., Chicago. Jim O'Bryon, head of publicity for MBS in New York is now arranging a contest to have radio editors choose a new name for the show.

Treasury Names Carr

APPOINTMENT of Eugene Carr, assistant to G. A. (Dick) Richards, president of WJR Detroit, WGAR Cleveland, and KMPC Hollywood, to an executive post in the Radio Section of the Treasury War Finance Division, was slated for announcement this past weekend by Treasury. Mr. Carr's services are being loaned to WFD by the Richards interests.

LeBrun to WCKY

HARRY A. LeBRUN, until recently commercial manager of WNOX Knoxville, has been appointed national sales manager of WCKY Cincinnati, Kenneth W. Church, executive vice-president of the L. B. Wilson station, announced last week. After graduating from Syracuse U. in 1933, Mr. LeBrun joined WHEC Rochester as newsman and announcer. He has been in radio since that time.

U. S. Court Gets Fly's WOW Brief

IN HIS first case since returning to private life from chairmanship of the FCC, James Lawrence Fly submitted a brief to the U. S. Supreme Court Feb. 7 on a suit involving the transfer of WOW Omaha to Radio Station WOW Inc. from the Woodmen of the World Life Insurance Soc.

The case is scheduled to be heard during the week of Feb. 26. It is before the Federal court on certiorari to review the judgment of the Supreme Court of Nebraska reversing the judgment of the District Court of Douglas County, Neb. Dr. Homer H. Johnson, a certificate holder in the insurance company, had started the action to enjoin the transfer.

Mr. Fly's brief submits that the judgment should not stand since it invades the FCC's jurisdiction and annuls its order contrary to Section 402(a) of the Act. The decision, he contends, rests upon public interest questions which were either directly involved in the approval of the transfer or which if presented to the Commission would have been passed upon as relating to those questions then pending before that body.

On the basis of this, the brief contends, the suit "could not be maintained in a State court, for in addition to nullifying administrative action contrary to the Federal scheme for a single, unified control of broadcasting, the decree is predicated upon the decision of public questions directly at odds with that of the administrative body itself."

"Now, if we were only staying at THE ROOSEVELT"

When you stop at The Roosevelt you don't risk getting marooned like this. For you'll be within walking range of Manhattan's Midtown activities. Direct passageway from Grand Central Terminal to hotel lobby. A reservation at The Roosevelt liquidates a lot of bother.

Rooms with bath from $4.50.

HOTEL ROOSEVELT
MADISON AVE. AT 45th ST., NEW YORK
— A HILTON HOTEL —
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"GEARED TO AM-FM EXPANSION"
Radio Engineering Consultants
Commercial Radio Equip. Co.
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SOUND EFFECT RECORDS
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Accurate Concise Dramatic
LYN PEL
and
"A Dispatch from Reuter's"
WKAT (BLUE) 4th YEAR

The
Robert L. Kaufman
Organization
Technical Maintenance, Construction Supervision and Business Services for Broadcast Stations
Munsey Bldg. Washington 4, D. C.
District 2292

MORE RF KILOWATT HOURS PER DOLLAR WITH
F & O TRANSMITTING TUBES
Freeland & Olschner Products, Inc.
611 Baronne St., New Orleans 13, La.
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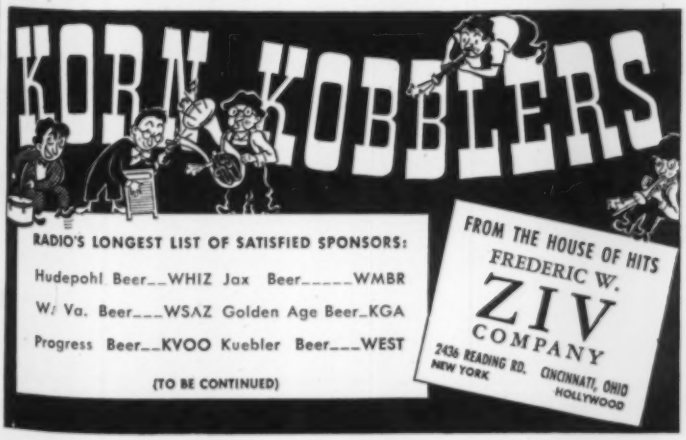
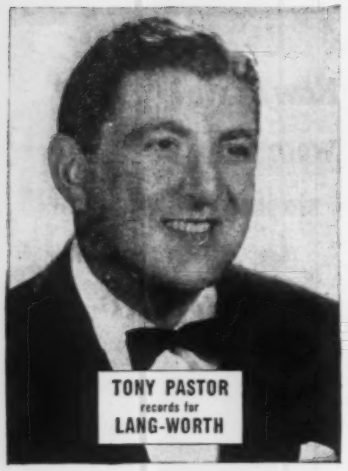
High Power Tube Specialists Exclusively





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Italian
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5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

NEWS

News on the hour,
Every Hour
Without Commercial Interruption

KMPC
LOS ANGELES
710 Kc.-10,000 WATTS
THE WEST'S GREATEST INDEPENDENT
National Sales Representative • Paul H. Raymer Company

OVER 160,000
RADIO HOMES
In W M O H
.5 MV/M Area

The SPOT For
Your SPOTS Is

WMOH
Hamilton, Ohio

Vandenberg Bill

(*Continued from page 15*)

would expedite enactment of the Vandenberg Bill which he feels provides a guarantee against interference of Interlochen broadcasts. The AFM blacklisting of the school, he asserted, is merely a "subterfuge".

Despite Mr. Petrillo's action, Dr. Maddy said, the National Music Camp will carry on. He said that 28 of the faculty of 50 are AFM members and will be affected by the blacklisting. If necessary, he explained, the school will engage non-union musicians. He said the school had 650 fulltime students last summer, about two-thirds coming from high schools and one-third from the university.

The AFM action on Interlochen was regarded in some quarters as a fortunate development in that it may mobilize sentiment in behalf of legislation to control labor union monopolies. Reflecting this feeling, the *New York Times* editorialized on Thursday that "Congress will never do anything effective to curb Mr. Petrillo until it sees him as a symptom of a larger situation rather than as merely an obstreperous individual. It will never do anything effective against Mr. Petrillo's policies until it has the courage and clarity of view to deal with the whole situation of which his personal dictatorship is merely a part."

The *Times* continued:

This action points to the two-edged power of Mr. Petrillo. He cannot only ruin any radio station that disobeys any of his commands, by ordering his musicians not to work for it; he can also ruin any individual musician by suspending him from membership and making it impossible for him to earn a living at his profession. Thus Mr. Petrillo's power rests not merely on his ability to coerce the employer but on his ability to force virtually every musician into his union and to coerce every musician. As long as existing law permits and encourages Mr. Petrillo and other labor leaders to coerce the individual worker, the essence of their irresponsible private power will remain. Even if it is curbed in one minor manifestation it will continue to operate in a hundred other directions. What is required to curb the Petrillos is not a bill dealing with one minor abuse but a re-examination of the whole existing body of Federal labor law.

AFRA, WGN Settle

FOUR-YEAR controversy between WGN Chicago and American Federation of Radio Artists involving broadcasts AFRA claimed were commercial because of plugs for the *Chicago Tribune*, owner of the station, was settled Feb. 8 by Ray Jones, secretary of AFRA and Frank Schrieber and Andrew Hamilton, manager and attorney respectively of the station after conciliating without arbitration. WGN agreed to pay the talent fees on seven programs out of the dozen whose commercial status was at issue. The payment is retroactive to from six months to two years, depending on the starting date of the copy on the seven programs. Only sustaining fees had been paid previously.

Big Three Bulletin

BULLETIN on the Roosevelt-Churchill-Stalin meeting issued in Washington for release at 4:30 p.m. Wednesday was broadcast by the four nationwide networks at that time, with NBC taking three minutes from the Bayer Aspirin program, *Lorenzo Jones*, to read the text to its listeners. CBS followed the bulletin by switching to Washington for a report on the Capital reaction given by Bill Henry, and then to London where Eric Sevareid described British reaction, canceling a quarter-hour sustainer for the purpose. Blue also killed its scheduled sustainer to broadcast comments on the Big Three meeting by Baukhage, Earl Godwin, Dave Wills and Ray Henle from Washington.

HERE'S AN OPPORTUNITY

A net-work-affiliated radio station, recognized as one of the leaders in the field of public service, wants a man with newspaper training and background who can adapt his talents and experience to the requirements of radio.

The job will require an ability to create and build programs around current civic and community problems—programs designed to stimulate thought and arouse public interest. The objective is a sincere desire to give listeners the most complete understanding of every local situation affecting public welfare. This is not a "crusade".

Here's an opportunity to become a vital force in a midwest city of 100,000 population—a chance to win prestige and build a permanent executive job.

BOX 252, BROADCASTING

WANT TO PURCHASE

LOCAL CHANNEL
RADIO STATION
East of Mississippi
and in the North

Letters held in confidence

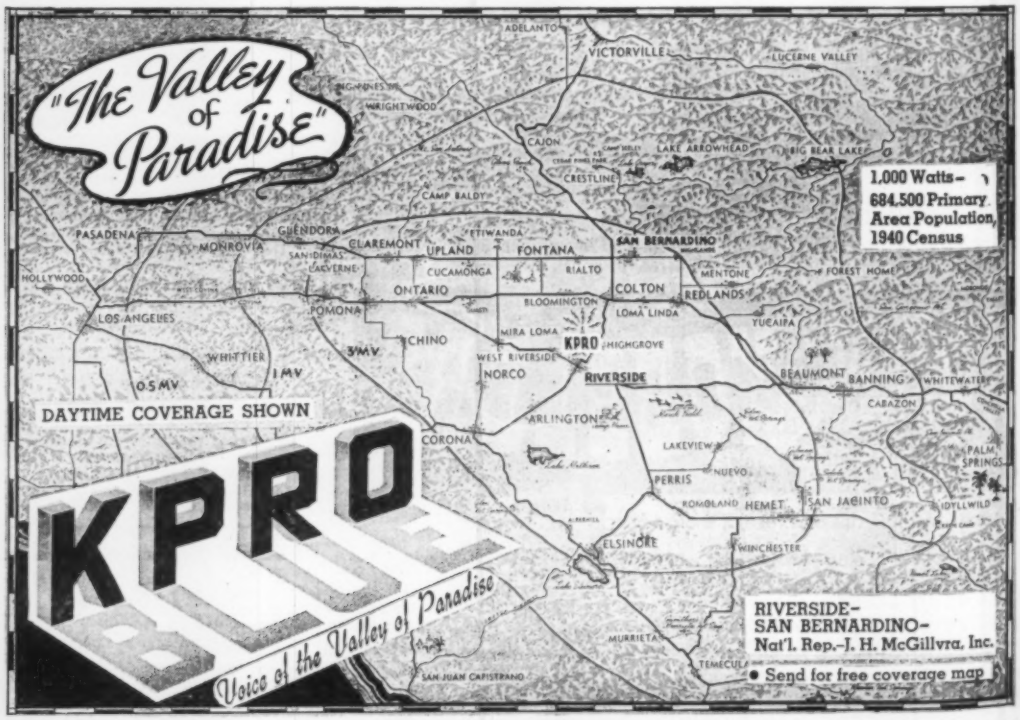
Box 185, Broadcasting

The ROBERT L. KAUFMAN Organization

Technical Maintenance Service for Broadcast Stations

Our service will help you if you are short of well-trained men to keep your plant operating efficiently.

Munsey Bldg. District 2292
Washington 4, D. C.



Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline ten days preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Operator-announcer. First class radiotelephone license. Must be capable of news and commercial announcing. For regional NBC station in western city of 25,000. Good post-war future. Box 932, BROADCASTING.

If you are a good, all-round announcer and familiar with RCA equipment, we can use you immediately. Excellent opportunity and good salary for the right man. Forty-eight hour week with time and a half over forty hours. This is a growing organization and a big station. If you are the man tell us about your experience and when you can join us. Address Box 3, BROADCASTING.

250 watt Blue Network station looking for good studio announcer available about April 1st. Family man preferred. Located midwest. Excellent opportunity for steady employment. A first, second or restricted license would help. Send details to Box 182, BROADCASTING.

Dependable versatile announcer with references needed by 5 kw NBC affiliate. Southwestern city 150,000. News, commercials, no controls. Ideal working conditions. Box 183, BROADCASTING.

Chief engineer, local western station. Good salary, short hours, excellent working conditions. Position available immediately. Box 217, BROADCASTING.

Good combination man with first class license, to take over duties as chief engineer for progressive, local 250 watt station. Midwest. Good salary. Send qualifications to Box 218, BROADCASTING.

ANNOUNCERS: WE WANT TO HEAR FROM SOUTHERN ANNOUNCERS TO WORK IN CONSERVATIVE CBS METROPOLITAN STATION GOOD PAY. MODERN AIR CONDITIONED STUDIOS. SEND US AUDITION TRANSCRIPTION OF YOUR VOICE, FULL DETAILS OF YOUR EXPERIENCE, STARTING SALARY EXPECTED, AND PRESENT DRAFT STATUS. QUALIFIED MEN STAY WITH US FOR A LONG TIME. BOX 219, BROADCASTING.

Engineer-announcer. First class license chief engineer. 250 watt network affiliate midwest station. State salary, experience, draft classification. Wire collect. KVAK, Atchison, Kansas.

Dependable, experienced announcer with good references. Send all qualifications. KCMC, Texarkana, Texas.

Help Wanted (Cont'd)

Wanted—Radio advertising salesman, $50.00 week or more to right man. Also full time newscaster-announcer, $40 week start. Licensed radio engineer, $45 week start. Experience and good references necessary. Permanent. Advancement. Apply NBC station KWBW, Hutchinson, Kansas.

Announcer—Outstanding local network affiliate wants all-around announcer of proved ability and experience. Offer $200.00 or more monthly depending on qualifications. Tell everything with first letter. Box 243, BROADCASTING.

Wanted—Reliable man with average announcing ability for network affiliate. References required. Box 247, BROADCASTING.

Young lady, experienced radio advertising selling. Also girl announcer. Restricted permit helpful, not necessary. New station in small, pleasant southern city. Detail qualifications, salary expected. Box 248, BROADCASTING.

Newscaster or announcer capable of developing into all around man. Permanent position. Base salary and 100% talent fees to man of substantial qualifications and habits. State experience, references, etc. WTOL, Toledo, Ohio.

Good position for operator announcer who also can write copy. Permanent place in production department for right man. Wire collect, KFJI, Klamath Falls, Oregon.

Copywriter—If you are a gal radio copywriter, with commercial copy experience and want a permanent position with a well-established agency where there is real opportunity, write, outlining your experience and qualifications. Give complete information in first letter, including age and salary desired. Send samples of copy. Jessop Advertising Company, 21st floor, First Central Tower, Akron 8, Ohio.

Will have opening February 15th for announcer-operator. State age, draft status, salary. Stan Mayer, Mgr., WTAW, College Station, Texas.

First class engineer wanted. Capable of becoming chief. Good pay, reasonable hours, excellent living conditions in non-defense area. Permanent job with postwar stability. Supply full details, salary requirements, etc. first letter to KFNF, Shenandoah, Iowa.

Columbia station has opening for good announcer. Write or wire KGDM, Stockton, Calif.

WANTED

CHIEF ENGINEER

Must have good background, be capable of handling directional array plus FM after war. Not interested in mechanics or operators, but must be engineer in strict sense of the word. Salary, $300.00 per month. Give all details first letter including photo.

WKPT, KINGSPORT, TENNESSEE.

Situations Wanted

Experienced announcer and program director. 4F, desires permanent position with progressive southern California station, preferably Los Angeles area. Topnotch newscaster, commercial man, M C, with musical experience. Excellent references. Box 42, BROADCASTING.

Announcer—woman. 5 years staff announcing experience on 5 kw network affiliate. News, music, women's. Box 56, BROADCASTING.

Announcer—1½ years all-round experience network affiliate, wants permanent connection congenial surroundings for west. Box 188, BROADCASTING.

Program director—Now employed with 250-watt station. Experienced newsman with commercial selling plans. Background of experience in radio sales, merchandising, programming, production and announcing. Married. 4F. Box 220, BROADCASTING.

Announcer-newscaster. Age 25. 4F, married, 2 years experience 5 kilowatt station. Desire location Los Angeles or southern California. Write Box 221, BROADCASTING.

EXPERIENCED ANNOUNCER, HONORABLE DISCHARGE, UNIVERSITY GRADUATE, AD LIB, NEWS, SPORTS, SPECIAL EVENTS, GENERAL ANNOUNCING, PROGRAMMING, FAMILY MAN, REFERENCES, AGE 32, AVAILABLE IMMEDIATELY. BOX 223, BROADCASTING.

Two top announcer-newscasters. Five years experience all phases broadcasting. Draft deferred, dependable. Desire progressive station. Box 224, BROADCASTING.

Experienced announcer - newscaster, Hollywood production background. Personality, brains, college graduate, 4F. Interested all offers radio-television. Box 225, BROADCASTING.

Radio gagman. Combination writer, mikeman, technician. Recordings sent. Box 226, BROADCASTING.

A-1 idea man, writer-director available to broadcaster or agency. Proved outstanding ability building successful shows and "hyping" current ones. Former program executive CBS 50 and NBC 5 kw. Now agency radio executive. Showman from theatre with grounding in television. Fine sales personality. Stable family man, 42. Top references. Box 227, BROADCASTING.

Chief engineer—Nine years experience, excellent technical background plus ability to handle all types announcing and programming. Desires permanent connection with wide awake station planning postwar advancements. State salary, working and living conditions. Box 228, BROADCASTING.

Radio veteran of 15 years, including 5 of programming and 10 of management of local and regional stations, independent and network-affiliated, desires managerial position with progressive station. Draft exempt. Box 250, BROADCASTING.

Experienced program director, draft exempt, seeks connection with an aggressive organization. Background includes most phases of local, regional and 50 kw programming. Box 251, BROADCASTING.

Third-class operator. Woman experienced in announcing, production and some continuity. Thoroughly capable, dependable and sincerely interested in radio. Prefer small station at modest salary. State all first letter. Lucille Gallion, Box 402, Logan, West Virginia.

Announcer-newscaster—17 years experience. Age 38, draft classification 4F. Wife accountant, typist. Must be permanent. Go anywhere. Box 229, BROADCASTING.

Position as manager or commercial manager by returned veteran with sales, writing and mike experience. Write Box 231, BROADCASTING.

Wanted to Buy

Cash or deferred payments as preferred for 1 kw transmitter, frequency and modulation monitors, three antenna coupling units, phasing equipment or parts to build such equipment. Will also purchase any available studio equipment. Box 93, BROADCASTING.

Wanted to Buy (Cont'd)

Wanted—1 kw transmitter with all available associated equipment. Cash. Furnish full description. Box 94, BROADCASTING.

Will pay cash for coils and/or condensers. State rating and capacity of any available and price wanted. Box 97, BROADCASTING.

Wanted—5 kw transmitter, three 300-foot towers, phasing equipment, and phase monitors. Give specifications and price in reply. Box 108, BROADCASTING.

Wanted—250-watt broadcast equipment, transmitter, audio input and measuring equipment, also tower approximately 180 feet. Box 129, BROADCASTING.

Wanted to buy—Your auxiliary 5 kilowatt transmitter, also frequency monitor. Box 135, BROADCASTING.

Wanted to buy—2 one-kilowatt transmitters, 1 five-kilowatt transmitter, 2 consoles, modulation monitor, frequency monitor, 100,000 feet of No. 8 or 10 copper wire, microphones, turntables, amplifiers, and any miscellaneous equipment you may have for cash. Box 140, BROADCASTING.

Wanted to buy—Ground wire and Bliley BC 46T crystal oven. Box 150, BROADCASTING.

Wanted to buy—Party fully qualified, financially and otherwise, will buy going 1 to 5 kilowatt radio station in a field of 100,000 or more population. Purchasers will identify themselves to responsible third party. Box 158, BROADCASTING.

Wanted—RCA No. 250 FM transmitter. No. 336-A frequency monitor, No. 322-A modulation monitor, No. 311-AB frequency monitor, No. 66-D modulation monitor, No. 250K-AM transmitter. Equivalent equipment considered. Box 232, BROADCASTING.

Small local station, southwest or west, by two operators. Box 233, BROADCASTING.

Wanted to buy—250-watt transmitter, tower and studio equipment complete, or any part for cash. Box 234, BROADCASTING.

Wanted—Any power transmitter up to kilowatt, any condition; studio, control equipment; separately or together. Describe fully. Box 236, BROADCASTING.

Wanted to purchase. FCC approved frequency monitor, modulation monitor, WE compression amplifier, type 11A or 1126A. Advise manufacturers type. Box 242, BROADCASTING.

Want to buy, regardless of condition, Western Electric "Dynamic" 618A type microphones. Radio Station KFAB, Engineering Department, Lincoln, Nebraska.

For Sale

For sale—New 250 watt transmitter, never used, FCC approved. $3,000. Box 253, BROADCASTING.

For sale—Best offer takes new pair of RCA 813, 803, 872-A. Will guarantee. Box 240, BROADCASTING.

The SCHOOL of RADIO TECHNIQUE

(America's Oldest School Devoted Exclusively to Radio Broadcasting)

6 Weeks' Day Course
MARCH 5
8 Weeks' Evening Course
MARCH 16

Taught by Network Professionals, for Beginner & Advanced students, includes:

- Announcing
- Station Routine
- Newscasting
- Acting
- Continuity Writing
- Diction
- Commentating
- Voice

Co-ed. Moderate rates. Inquire! Call or Write for Booklet B.

VETERANS: accepted if qualified under G. I. Bill.

R.K.O. BUILDING, RADIO CITY, N.Y.
CIRCLE 7-0193

Continued Probe of FCC Is Demanded By Wigglesworth in Speech to House

CHARGING that "trafficking in Government franchises with Commission approval still continues," Rep. Richard B. Wigglesworth (R-Mass.), last Wednesday, renewed his demand for continued Congressional investigation of the FCC and for new radio legislation.

Referring to the report of the House Select Committee to Investigate the FCC, of which he was a member [BROADCASTING, Jan. 8], Rep. Wigglesworth asserted on the House floor that the investigation "made clear the imperative need for immediate improvement in standards of administration and for remedial legislation." Both are "essential to impartial and efficient regulation and to equality of opportunity and freedom of speech over the radio," said the Congressman who dissented from the Committee's majority report.

Questions Education Office

The Select Committee investigation "served to disclose, and I hope, to eliminate, certain abuses of the Commission's licensing powers, condonation of illegality, actions based on political considerations, misrepresentation to the Congress, unlawful solicitation of support for appropriations, and falsification of records," declared Rep. Wigglesworth.

Referring to hearings by the Appropriations Subcommittee on Independent Offices, of which he also is a member, Rep. Wigglesworth called for scrutiny of the part the U. S. Office of Education plans to play in FM, as disclosed at the hearings. His speech was in connection with the Independent Offices Appropriations Bill (HR-1984) for the 1946 fiscal year.

"The record indicates further condonation of illegal operations by a licensee known to the Commission for from two to three years," said the Congressman. "The record indicates no definite action in respect to concealed ownership reported to the Appropriations Committee by the Commission two years ago in respect to Station WOKO. The record indicates postponement until after election of hearings on the recommended revocation of licenses of the Kennedy stations in West Virginia, on the basis of false statements and concealed ownership.

"The record raises the question if the Commission has not completely ignored both tax evasion and false statements under oath by Commission licensees. Tables furnished by the Commission show that the transfer of stations or the control of stations for values far in excess of physical values and trafficking in Government franchises with Commission approval still continues."

Rep. Wigglesworth charged that figures furnished the Appropriations Committee by the FCC as to station costs "do not agree with figures furnished by the Commission to the Select Committee investigating the Commission only a few weeks ago." Calling for continued investigation of the FCC, Rep. Wigglesworth asserted:

"Many important matters, including alleged abuses by the Commission of its licensing powers in respect to many radio stations were not considered. An abundance of evidence collected by the Committee's staff was not heard. Some of it is sensational. Only by continuing the investigation can the work undertaken under the instructions from the last Congress be carried to a proper conclusion."

Revocations Recommended

During hearings on the Appropriations Bill on Jan. 18, a report of which was released last Monday, Rep. Wigglesworth questioned Commissioners and Commission executives at length regarding WGST Atlanta, WOKO Albany, N. Y., the Capt. John A. Kennedy stations in West Virginia and the Arde Bulova stations, all involved in the House investigation.

Rep. Wigglesworth asked about taxes and wanted to know if the Commission would "worry" about a buyer who proposed to charge the cost of "buying a business to operating expense" but Assistant General Counsel Rosel H. Hyde replied the FCC "has no jurisdiction to regulate the business of broadcasting stations and, accordingly, has no interest in what way they handle their accounts."

RESOLUTION authorizing the broadcast of Congressional proceedings, similar to those which died in the 78th Congress has been introduced in the House by Rep. Coffee (R-Wash.).

G-F Hits Canada Snag

GENERAL Foods Corp., New York, has dropped plans to place the *Kate Smith Show* in Canada. Starting date for the program, to have been on the CBC Dominion Network, was postponed numerous times, until the case came up before the CBC Board of Governors at Ottawa. Cause for the delay was said to be CFRB Toronto, which did not want to displace a long-standing church service program for the Smith show. CBC met with CFRB officials and members of the National Religious Advisory Council at Ottawa, and decision reached was that no Toronto station would carry the General Foods program and religious broadcasting in Toronto would not be disturbed.

Shadow Expands

ACME White Lead & Color Works, Detroit, which sponsors *The Shadow* locally on 35 Mutual stations Sun. 5:30-6 p.m. will sponsor the transcribed edition on seven additional stations (KFXJ KTRI WMBH WCMI WGTC WGBR WFNC). Agency is Henri, Hurst, McDonald Inc., Chicago. With seven other stations taking the recorded series for clients, including Nehi Corp. on KALB, the program will be carried commercially in live or transcribed form on 232 stations, according to Charles Michelson, New York, producer and distributor.

CBS Net Up

CBS consolidated net earnings for 1944 were approximately $4,678,000 (equivalent to $2.72 per share) Frank K. White, vice-president and treasurer, reported in a preliminary statement to stockholders issued Feb. 7, 1944. Earnings compare with a consolidated net of $4,535,900 (equivalent to $2.64 per share) for 1943, and are after providing $8,250,000 for estimated Federal income and excess profit taxes. CBS board, meeting Feb. 7, declared a cash dividend of 40 cents a share of class A and B stock of $2.50 par value, payable March 2 to stockholders of record Feb. 16.

Drawn for BROADCASTING by Sid Hix

"The New Manager Wants Me to Report on Our Sporadic E Interference!"

House Holds 1946 FCC Budget Down

Appropriations Group Pares $201,600 From Request

SLASHING the FCC budget request by $201,600, the House last Thursday passed the 1946 fiscal year Independent Offices Appropriations Bill (HR-1984), giving the Commission $5,005,400, a reduction of $1,306,943 under the 1945 fiscal year appropriation.

Tightening the executive branch's purse-strings, the House lopped $76,281,221 from the overall budget requested by President Roosevelt for the Executive Office and independent executive bureaus, boards, commissions and offices. The President had requested $3,295,089,718.

Defense Request Granted

Contrary to last year's action, when Congress cut deeply into the FCC national defense activities (Foreign Broadcast Intelligence Service and Radio Intelligence Division), the House granted the FCC its full request of $2,430,000 for national defense activities. That was a voluntary cut of $1,761,143 under the $4,191,143 granted for the 1945 fiscal year.

The FCC for the next fiscal year sought $2,756,000 for normal activities, an increase of $651,500 over the amount appropriated for the 1945 fiscal year. That amount was reduced by the $201,600 to $2,554,400, still giving the Commission $449,900 more than it had in the current year for normal activities.

The Appropriations Committee said testimony before its subcommittee on Independent Offices, headed by Rep. Woodrum (D-Va.), "was to the effect that a tremendous increase in standard and FM broadcast applications is anticipated; that applications for new television stations are increasing; and that facsimile broadcasting, international broadcasting, and experimental and relay broadcasting are subjects which will require immediate consideration at the conclusion of the war."

The proposed increase in funds for "regular activities" will enable the Commission to utilize a considerable portion of the trained personnel no longer required under the national defense appropriation, the Committee reported.

There was little debate on the bill, which was reported out last Monday and taken up first on Wednesday.

WMAQ Rate Boost

CITING increased operating expenses and increase in audience, WMAQ Chicago effective March 1 will increase its base daytime rate from $400 to $450 an hour and evening rate from $800 to $900. Other increases will be in proportion. Time bought before March 1 will not be subject to the new rate until Feb. 28, 1946.

This...

Started A National Health Habit!

IN 1916, the California Fruit Growers Exchange began advocating what since has become a national health habit—drinking the fresh juice of ripe oranges. Today, over 75% of the consumption is in juice form and a seasonal market has been extended throughout the year.

More significantly, the Sunkist campaign which began in 1907 showed that national advertising of a farm product could greatly benefit thousands of farmers.

Oranges in those days were not "accepted" as a nutritious food. Out of the acceptance developed by this advertising grew mass distribution, and the citrus industry.

In the DISTRIBUTION DECADE
ADVERTISING must start many new habits!

THE big job after Victory is going to be *distribution*—moving the products of industry into the hands of the consumer quickly, efficiently, economically. And *that* is a job for Advertising!

For *producing* will present no problems. The manpower, money, manufacturing facilities and materials will be on hand in profusion. But to put these to work in adequate quantities, we, as a nation, will have to consume 40% more than in pre-war years!

That's a large order, even for the Advertising that has worked such 'miracles' in the past. New national habits and desires will have to be instituted; new uses invented for established merchandise; new products devised.

Agency men with an eye to the future are already perfecting their plans for the Distribution Decade. So are we. Here at the Nation's Station, we're uncovering many facts that will interest you about the great 4-State Market that is WLW-land!

WLW

DIVISION OF THE CROSLEY CORPORATION

THE NATION'S MOST MERCHANDISE-ABLE STATION

REVOLUTIONARY TUBE DESIGN

FOR BETTER BROADCASTING

1 Filament Posts
2 Exhaust-tube Protective Cap
3 Metal Exhaust Tube
4 Filament Lead Seal (metal-to-glass)
5 Low-inductance Grid Terminal
6 Entrant Metal Header
7 Grid Seal (metal-to-glass)
8 Corona Ring
9 Filament Terminal Blocks
10 Filament Support Rods
11 Hard-glass Bulb
12 Grid Support Rods
13 Anode Seal (metal-to-glass)
14 Filament Heat Shield and Rod Reinforcement
15 Electrostatic Shield
16 Anode Flange
17 Anode (1/4-inch thick copper)
18 Grid Welded to Supports
19 Tie Wires for Self-Supporting Filament Assembly
20 Filament Strands
21 Common Tie of Self-Supporting Assembly

RCA 9C22, air-cooled twin of 9C21, offers high performance to broadcasters.

THIS IS the story of a new tube design that "rewrites the rule book."

The tube is the new RCA 9C21, a high-power, water-cooled triode . . . which, together with its air-cooled twin, the 9C22, offers important advantages to broadcasters. In designing these tubes, RCA engineers have established new concepts of high-power, high-frequency tube design.

Their goal was higher frequency performance for tubes of high-power design. Drawing upon their years of experience in designing and building tubes, they worked out unique innovations that produced the results they sought.

For example, one of these innovations is an *entrant metal header* which allows short, internal filament leads, and a short, low-inductance path to the grid . . . highly important factors in improving high-frequency performance. For industrial oscillator service these new design features, shown here in an "X-ray" view, give the 9C21 a 50 kw output at a maximum frequency of 25 Mc, and a 100 kw output at 5 Mc or below. In high-level modulated service (at 5 Mc or below) the 9C22 provides 38 kw maximum output. Thus a pair of 9C22 tubes may be used conservatively as a tube complement for the output stage of a 50 kw transmitter.

A better tube, for better broadcasting . . . and another example of the engineering leadership that makes RCA transmitting tubes the standard of comparison in the broadcasting industry.

THE FOUNTAIN-HEAD OF MODERN TUBE DEVELOPMENT IS RCA

RCA

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • CAMDEN, N. J.

LEADS THE WAY . . . In Radio . . Television . . Tubes . . Phonographs . . Records . . Electronics

XUM

XUM